

Advertising Age

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THE NATIONAL NEWSPAPER OF MARKETING

'Togetherness' at 230 Park Ave. . .

Wiese, Carr, 12 Others Exit in McCall Shakeup

Disaffection with Control by Norton Simon Group Said to Spark the Exodus

NEW YORK, Nov. 6—A wave of resignations—13 at presstime—rocked McCall Corp. yesterday and today following the unexpected departure of Otis Wiese, editor and publisher of McCall's.

First of the magazine's executives to act on Mr. Wiese's lead

and Fredric Bauer (Cincinnati), reportedly McCall's strongest branch manager.

Neither Mr. Wiese nor Mr. Carr was voluble about his reasons for quitting, but Mr. Wiese did concede to ADVERTISING AGE that "what's been going on here during the past year-and-a-half has made me prefer to be on the outside rather than the inside." He reluc-

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'Family Circle' to Base Guarantee on Issues Ads Run In

NEW YORK, Nov. 5—Everywoman's Family Circle, supermarket-distributed monthly, is giving up the customary net paid guarantee to offer advertisers a guarantee based on the average of issues they use. The switch is effective immediately.

The change means that advertisers will pay for the circulation they get, even though they use only

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Otis Wiese



William B. Carr

was William B. Carr, advertising director and a McCall Corp. vp. Others who tendered resignations included Brad York, eastern ad manager of the women's monthly,

Mogul-Lewin, Williams Merger Creates \$20,000,000 Agency Jan. 1

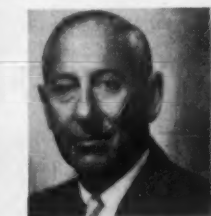
Mogul to Be President, Lewin Chairman, Weiss Exec VP of New Shop

NEW YORK, Nov. 5—Emil Mogul Co. and Lewin, Williams & Saylor will merge Jan. 1 as Mogul, Lewin, Williams & Saylor.

In a joint announcement, the two agencies said the merger agreement stemmed from "mutuality of interests, marketing philosophy and talents," and not to "economic necessity."

Last year Emil Mogul Co. billed \$10,000,000, but acquisition last summer of a sizable share of Rev-

lution products is expected to push the agency's '58 billings to about \$11,000,000. Lewin, Williams' billings in 1957 were \$6,900,000; today they are running at the rate of \$7,000,000.



A. W. Lewin



Emil Mogul



Sidney Weiss

Additional spending by present accounts and acquisition of new business by the two agencies will push their combined 1959 billings to "over \$20,000,000," the announcement said.

Emil Mogul, who is president of his own shop, and who will con-

■ In addition to Mr. Mogul, the executive lineup of the merged company will include A. W. Lewin, formerly chairman of Lewin,

Williams, as board chairman of the combined agency, and Sidney Matthew Weiss, now president of Lewin, Williams, as exec vp of the new shop.

Among Lewin, Williams' larger accounts are Courtaulds Inc., synthetic fibers; M. Lowenstein & Sons, textiles; and Regina Corp., vacuum cleaners and floor polishers. Mogul Co. has Adam hats; Knomark Mfg. Co. Esquire polishes, Rayco Mfg. Co. and Revlon products including Satin Set, Spray Mist, lotions and deodorants.



1959 AD—The Advertising Week campaign next year will have a "warm, light-hearted approach," as exemplified by this consumer magazine ad. Benton & Bowles, New York, is the task force agency.

Hadley Hits TV Cost-per-1,000 Data as 'Fantasy'

Omission of Facts on Individual Exposure to Ads Blasted by BofA Exec

NEW YORK, Nov. 6—Dr. Howard D. Hadley, research chief of the Bureau of Advertising, American Newspaper Publishers Assn., today loosed a barrage at television, describing some of the cost comparison research data used by that industry as "pointless" and "ridiculous."

In a speech before the media research group of the American Marketing Assn., Mr. Hadley labeled "fantasies" most of tv's cost-per-1,000 comparisons with newspapers.

Some in the AMA audience saw

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Senators Hit GM, Say Car Ads Shrink Market

Sen. Dirksen Denies Charges, Says Ads Help Companies to Compete

WASHINGTON, Nov. 7—A highly critical discussion of the auto industry's advertising expenditures shaped up today as one of the most incendiary sections of a Senate report which urges the Department of Justice to consider

whether court action is warranted to break up General Motors.

Except for Sen. Everett M. Dirksen (R., Ill.), the seven members of the Senate's anti-trust and monopoly subcommittee were generally united in the view that bigness has led to an absence of price competition, and excessive emphasis on styling and other non-price factors.

■ In addition, the four Democrats on the committee put their signatures to a report which said advertising expenditures have become such a cost factor that they may actually be narrowing the market for cars instead of contributing to it.

The discussion of advertising summed up with an estimate based on ADVERTISING AGE data (AA, Aug. 25) indicating that advertising per car amounts to at least \$75 at the manufacturer level. With taxes and mark-ups, it accounts for at least \$100 of the retail price, the Senate report estimated. "This is not an insignificant amount which the buyer must assume for the dubious privilege of having the merits of the different makes thrust on him," it declares.

"It is no longer true, as was formerly the case, that despite the large aggregate sums, advertising expenditures by the automobile companies, when translated into per-car figures, are so small as to have no possible effect on prices

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Ogilvy Joins GF Lineup, Acquires Maxwell House

Regular Coffee Account Bills \$3,000,000; B&B Keeps Ads for Instant

NEW YORK, Nov. 7—The Maxwell House vacuum-packed coffee account of General Foods Corp.—totalling nearly \$3,000,000 in billing—has been awarded to Ogilvy, Benson & Mather (AA, Sept. 27), which thus becomes the fourth of GF's agencies. The account formerly was with Benton & Bowles, which retains Maxwell House instant coffee.

The award of the account followed three months of intensive screening (AA, Aug. 18). "I have never been asked such penetrating questions," said one agency president. "The general tenor was as if General Foods were trying to discover whether we would be in business 40 years from now."

The intrigue and infighting which has disfigured so many recent agency selections were apparently notably absent in the GF competition. The selection was largely in the hands of three GF

(Continued on Page 103)

Last Minute News Flashes

'Popular Mechanics' Sold? To Hearst?

CHICAGO, Nov. 7—Persistent rumors that Popular Mechanics is being sold were neither confirmed nor actually denied this week by H. H. Windsor Jr., publisher, while other officials professed no knowledge of negotiations. One report, which could not be confirmed, was that the publication has been bought by Hearst Magazines, New York.

Weiss & Geller Gets Three Dog Food Accounts

NEW YORK, Nov. 7—Three noncompetitive dog food companies have appointed Weiss & Geller to handle their advertising. They are Columbus Canning Co., Columbus, Miss.; Woodard Foods of Florida, and Battle Creek Dog Food Co., Battle Creek, Mich. Staake & Schoonmaker is the previous agency of record for the latter account. Columbus this week launched a \$600,000 campaign for its Jet dog food in the South.

West End Brewery Names Doyle Dane Bernbach

NEW YORK, Nov. 7—Doyle Dane Bernbach has been named to handle the account of West End Brewing Co., Utica, N.Y., brewer of Utica Club beer and ale, Matt's premium lager and Old English ale, effective Jan. 1. The previous agency was Cohen & Aleshire, New York. Doyle Dane Bernbach was named earlier in the week to handle the Woman's Day account, on which it had done creative work for the last eight or nine years. Woman's Day advertising had previously been placed by Paris & Peart. The Doyle Dane agency also was awarded the Holly sugar account this week after lasting through seven months' screening of 18 agencies (story on Page 101).

(Additional News Flashes on Page 103)

ANA Investigates Network Rules on Product Protection

NEW YORK, Nov. 6—The radio-tv committee of the Assn. of National Advertisers is in the midst of another fact-finding project, this time to determine (1) what the product protection policies of the three tv networks are and (2) what most buyers think they should be.

■ The group, which is headed by George Abrams, Revlon vp, decided to look into this perennial "hot potato" issue of product conflicts after complaints from some of the association's members who feel that they have been unjustly treated by the networks. Among them reportedly was Brown & Williamson, which successfully fought CBS-TV's efforts to loosen its product protection restrictions in mid-June.

This hassle resulted when CBS tried—as it can technically under the liberalized system announced by Columbia and later by NBC—to schedule Lorillard and Brown & Williamson as alternate sponsors in adjacent half-hours on two nights of the week. Brown & Williamson balked and some fast re-

(Continued on Page 99)

Put Products Where the Consumer Is, Fatt Tells Photographic Suppliers

He Warns of 'Passe' Franchise Distribution, Foreign Rivals' Challenge

CHICAGO, Nov. 4—Photographic equipment manufacturers meeting here last week were told to place their products "within minutes of the consumer's urge to buy" by Arthur C. Fatt, president of Grey Advertising Agency, New York.

Mr. Fatt addressed the annual convention of the National Assn. of Photographic Manufacturers. (Grey handles the General Electric photo lamp division.)

He told the group that with a product with the universal appeal of cameras and equipment, manufacturers must face the challenge of universal distribution in spite of the wish of traditional retailers to maintain their status quo and

franchises.

■ He said three pressures will compel the manufacturers to seek universal distribution:

1. Manufacturing costs can be amortized only over a base broader than is possible with hand-picked outlets. If more mass appeal products are introduced, the photo equipment makers will have to seek a broader base.

2. If a competitor garners all the sales in the area because a manufacturer is strapped by a "selective" distribution policy that has failed to find a suitable outlet, how long can he hold out?

3. With suburban decentralization, there aren't enough retail photographic specialists available.

■ Distribution was one of three challenges Mr. Fatt outlined for the photographic makers. The other two were the "challenge from abroad" and "the struggle for a share of the consumer's mind and dollar."

The significance of the "challenge from abroad," Mr. Fatt said, is not so much the flow of merchandise as the speed with which foreign competitors are adopting merchandising and promotional techniques in which the U.S. manufacturers are supposed to be supreme.

"Is it possible that you have been so busy fighting with one another for a share of the existing markets that you are permitting the foreign manufacturer to beat you at your own game?" he asked.

"The importer is cultivating salesmen and dealers with contests, incentive plans, factory tours and

(Continued on Page 33)

Bobo's Bangs Fool Gibbs Underwear; Now He's a Mom

PHILADELPHIA, Nov. 4—Arndt, Preston, Chapin, Lamb & Keen, agency for Gibbs Underwear Co., has run into an awkward problem.

For years, the agency had been using artwork of an Old English sheep dog named Bobo as an identification mark on all Gibbs advertising.

Recently, the agency acquired an Old English sheep dog which resembled the original sketches to prepare "him" for a tour of department stores in order to meet children throughout the country.

Bertram A. Tunnell Jr., of St. Davids, Pa., an advertising account manager for Arndt, was kind enough to give Bobo a home until the projected beginning of the personal appearance tour.

■ Several weeks ago, Bobo seemed a little sluggish. The dog was taken to two veterinarians who checked the dog over and reported the possibility of a virus or a cold. Rest was prescribed.

Shortly afterwards Bobo crawled beneath the Tunnell porch, presumably for the prescribed recuperative rest. When little squeaks were heard, Mr. Tunnell checked. He found Bobo had given birth to six fluffy-haired, Old English sheep dog puppies.

Now, while mother Bobo recuperates, the agency and the client are mulling over a problem—the future of Gibbs advertising. Should they forget the multiplication and let the youngsters presume that Bobo is a male?

Or, to keep the records straight, should the Gibbs insignia be changed to one large and six tinies? In any case Bobo is now being called Hattie (privately). #

Because test after test proved SIMCA outperforms anything in its price class

SELLER—Chrysler Corp. kicks off its campaign for Simca (AA, Nov. 3) with a three-page ad (the spread is shown here) in Life, Nov. 20. Richard N. Meltzer Advertising Inc., Detroit and San Francisco, is the agency.

Rigging Charges Hit 'Twenty-One' Show in Britain

LONDON, Nov. 5—The quiz show scandal has spread to Great Britain.

A former contestant on "Twenty-One" has charged that it was rigged. An investigation into his charges has now been launched by Granada Television Network, in cooperation with the Independent Television Authority, the government-appointed ruling body of commercial tv.

Producers of other quiz shows here are concerned that the investigation will lead to a landslide of similar charges—as happened in the U.S.

The allegations against "Twenty-One" were contained in a 16-page letter written to the ITA by Stanley Armstrong, a waiter, who was defeated on the show three weeks ago. He received \$84 as a consolation prize.

■ A Granada spokesman said, "We felt it proper that an independent inquiry be carried out immediately into these allegations.

We have therefore, by arrangement with the ITA, asked Sir Lionel Heald to undertake an investigation, and he has agreed."

Sir Lionel, a Queen's counselor and leading light in the legal world, is a former attorney general. He began questioning the production staff of "Twenty-One" last weekend. This week he is expected to start hearing testimony from 25 former contestants.

The inquiry is being carried out privately, but the results will be made public.

"Twenty-One" first appeared on British television in July. It has rapidly climbed to a high rating and become one of the most popular shows on the Independent Television network.

It owes much of its popularity to Bernard Davis, a young unemployed actor who appeared on the

(Continued on Page 76)

Head of Folded Shop Unfolds Story in Mail Folder

MANLIUS, N. Y., Nov. 4—A testimonial to the power of direct mail comes this week from an unusual source—a former agency president looking for greener pastures.

A series of unlucky breaks (including experiences with a bookkeeper who forged \$22,000 worth of checks [AA, Sept. 17 '56] and an account exec who walked off with the meat-bone account) forced Bryon F. Fellows III to close down his agency in Syracuse.

To help find a new agency situation, Mr. Fellows put together a 22-page pamphlet, "This Is My Life," and mailed it to several hundred agencies, mostly in the small to medium-size range.

The booklet, each page illustrated with a large cartoon, told in sprightly prose of the ups and downs of Mr. Fellows' life—and how his "ingenuity and gall" kept bringing him back to the top.

■ The result of the mailing so far: 72 answers, "to an even half dozen of which I am still talking," Mr. Fellows reports. #

Packer Co. Buys Jex

Harry H. Packer Co. has purchased Jex & Co., which operates painted outdoor display facilities in Utah, Nevada and Wyoming. R. W. Godwin, previous Jex manager, will join the Packer staff and will continue to manage the Jex facilities. Vernon A. Bedford will continue as Utah division manager of Packer, headquartered in Salt Lake City. The new display holdings will be consolidated with the poster plants in Utah now operated by Packer Co., Harry Packer, president, said.

Nielsen Transfers Wolden

Richard L. Wolden has joined the client service staff of the Menlo Park, Cal., branch of A. C. Nielsen Co. He has been a client service executive with Nielsen's food and drug division in Chicago for two years.

Agencies Learned Coordination from Slump: Anderson

TV Festers with Sameness, Susskind Tells 4A's Group

TOLEDO, Nov. 5—The recent business decline has better prepared the advertising agency business for the coming years, Robert E. Anderson, vp of Batten, Barton, Durstine & Osborn, told more than 300 persons attending the east central region meeting of the American Association of Advertising Agencies here today.

The annual meeting was held in the Commodore Perry Hotel and for the first time included newspaper and magazine publishers and representatives of television, radio and other media.

Mr. Anderson told the agency people that "one benefit of a business decline is the searching spotlight it focuses on candidates for public favor.

"And the public, as always, votes for fact over fraud, for service over smugness, for basic honesty and integrity and effort.

"Our economy will not long tolerate the salesman who does not sell intelligently, the copywriter who does not write truthfully, the manufacturer who does not produce efficiently or the communications facility that does not report honestly," he said.

■ "One lasting lesson we have all learned again from the recent recession is the urgent need for closer coordination of all elements of marketing."

The BBDO executive also said (Continued on Page 101)

Libby Breaks N.Y. Coupon Push

NEW YORK, Nov. 5—Libby, McNeill & Libby, Chicago, will distribute 38,355,000 coupons—worth \$3,835,000 in merchandise—in the New York metropolitan market between December and May to promote sales of Libby's top-volume products.

Phase 1 of the promotion, tagged the "Mammoth" campaign, gets under way Dec. 14, when 2,771,000 10¢-off coupons on Libby's fruit cocktail will appear in color pages in the Sunday magazine sections of the *New York News* and *Newark News*. The following Thursday, Dec. 18, another 4,900,000 similar coupons will appear in more than 30 New York and New Jersey dailies.

Between January and May, 1959, similar coupon promotions on Libby productions will be undertaken four more times, each time pushing a specific product.

■ Major advertising support for the coupon promotion will be a 39-week schedule of spots on WCBS, New York, plus 39 weeks of 25-spots-a-week effort on WWRL and WLJB, radio stations beamed respectively at the city's Spanish-language and Negro markets. Free in-store display kits of coupon tie-in materials are being made available to dealers by the advertiser. Color pages will appear in the Nov. 28 *Modern Grocer* and the Dec. 1 *Grocer-Graphic* in support of the promotion.

J. Walter Thompson Co. handles Libby's canned foods; Batten, Barton, Durstine & Osborn Inc. handles the frozen foods. Both will be involved in the Mammoth promotion. #



BOBO PRODUCES—Bertram A. Tunnell Jr., account manager of Arndt, Preston, Chapin, Lamb & Keen, ruefully examines the six puppies mothered by Bobo, the Old English sheep dog trademark of Gibbs Underwear Co., an Arndt, Preston client.

New Ruppert Ale to Be Promoted as 'For Men Only'

NEW YORK, Nov. 5—Jacob Ruppert, brewer of Knickerbocker beer, will introduce its new Jacob Ruppert ale, "for men only," here and in New England late this week.

Advertising plans call for 1,000-line ads in 50 daily newspapers; a minimum of 15 weekly prime-time 20-second tv spot commercials in eight cities; outdoor painted bulletins in selected markets and extensive distribution of point of purchase materials in bars, package stores and restaurants. Compton Advertising is the agency.

The ad theme, "For men only," was selected after consumer taste preference studies proved the new ale was preferred by men, said Walter S. Driskill, vp and director of marketing. The new brew will be described as "a great new ale with brawny, robust flavor to satisfy a man's taste. It's brewed exclusively for men."

The major emphasis in the campaign will be concentrated in New England, particularly Massachusetts, where ale reportedly accounts for 30% of total malt beverage sales.

■ "Because competition has eliminated breweries whose products lacked mass appeal," Mr. Driskill said, "there has been a trend toward more bland, less flavorful products."

As a result, he believes, the new Jacob Ruppert ale will be "welcomed by discriminating connoisseurs, who will recognize that the judicious use of hops by our master brewers gives it a tang unmatched by competitive brands."

ATKINSON, PABST EX-EXEC. JOINS RUPPERT IN N.Y.

NEW YORK, Nov. 5—Maurice Atkinson, former merchandising director of Pabst Brewing Co., Chicago, has joined Jacob Ruppert as assistant to the vp and director of marketing.

Before joining Pabst about two and one-half years ago, Mr. Atkinson was associated with Elinson-Freeman Co. in its Chicago office. Before that he was director of merchandising and an account executive with the Christiansen Advertising Agency, Chicago. Earlier in his career he operated his own advertising agency, Atkinson & MacFadden, Los Angeles. #

15 Construction Books Hit in FTC Monopoly Charge

Associated Construction Publications' Anderson Calls Charge 'Ridiculous'

WASHINGTON, Nov. 4—The Federal Trade Commission charged today that 15 regional construction magazines have tried to use a trade association-sales agency as a device for monopolizing construction equipment advertising.

According to the commission, the 15 publishers have sought to eliminate competition by agreeing on prices, discounts and terms of sale to advertisers. In addition, the commission contended, the publishers organized Associated Construction Publications, Detroit as a trade association-sales agency to serve "as an instrumentality through which to carry out their agreed upon purposes."

■ Gordon Anderson, secretary-treasurer of the publishers' group, termed the FTC charges "utterly ridiculous." He said the association (Continued on Page 28)

Jet Service Ad Battle Hops Pond, Lands in Britain

LONDON, Nov. 4—The advertising battle between Pan American World Airways and British Overseas Airways Corp. has entered a new phase with both contestants still denying there was a war on.

Pan American started its first daily service from New York to Paris last week with pure-jet aircraft, the Boeing 707.

And a spokesman for J. Walter Thompson Ltd., Pan Am agency, announced in London last week that the inauguration of this daily service would be marked by a new burst of advertising.

■ In this battle Pan Am and JWT have proved to be the strategists. BOAC and its advertising agencies, Foote, Cone & Belding in Britain, and Victor A. Bennett Co., New York, proved to be the tacticians.

The Pan Am campaign was planned to utilize two main phases. First was the introductory (Continued on Page 80)



ROBERT G. FARRIS has been named advertising and sales promotion manager of the consumer products division of Motorola Inc., Chicago. Formerly advertising director of the Vornado division of O. A. Sutton Corp., Mr. Farris succeeds Harold McCormick, who resigned in September to join Dancer-Fitzgerald-Sample, New York (AA, Sept. 8).



Bragarnick Bronfman Fischel Finneran Fitzmaurice

NEW BRAND—Shown here at the House of Seagram press conference at which the drive for Four Roses Antique was announced are Robert Bragarnick, vp-marketing; Edgar M. Bronfman, president, Joseph E. Seagram & Sons; Victor A. Fischel, president, and John E. Finneran, exec vp, the House of Seagram; and Francis M. Fitzmaurice, exec vp, Four Roses Distillers Co.

Four Roses Antique to Bow in East Jan. 1

'House of Blends' to Push Straight Brand in Conformity with Trend

NEW YORK, Nov. 4—The House of Seagram, long noted as "the house that blends built," is entering the straight bourbon market on a national scale.

Its first brand to be marketed nationally will be Four Roses Antique, a six-year old, 86-proof straight Kentucky bourbon, which has already been test marketed in the West and Southwest, starting in California last spring (AA, April 21).

At a press conference yesterday, Edgar M. Bronfman, president of Joseph E. Seagram & Sons, announced the new brand will be introduced in New York and other eastern markets immediately after Jan. 1 and said complete national distribution will be effected by next June.

Four Roses Antique will be the first of several straight bourbons

Book Hits AMA for Making 'Hucksters' Out of Its Doctors

NEW YORK, Nov. 4—A new book published today subjects the American Medical Assn. to one of the most withering attacks it has ever faced. It charges the AMA with turning the doctor into a huckster for the drug companies, and levels a blast at the *Journal of the AMA* for "fantastic" advertising income.

In "The Doctor Business" (Doubleday & Co., \$4), Richard Carter, a veteran journalist, depicts the AMA as a "hard-bitten trade association" whose "dollar policies" have resulted in "unnecessary surgery, excessive fees, inadequate health insurance, professional neglect, and outmoded approaches to medical art and science."

In a chapter entitled "Medical Delinquency," Mr. Carter says the pharmaceutical industry now spends "at least \$300,000,000 a year (four times what it spends on research) to promote prescriptions for its so-called 'ethical' products..." Ethical drugs are supposed to be advertised to the doctor only, but Mr. Carter claims "several millions" are spent to get "news about drugs and their manufacturers into newspapers and magazines and onto television and radio, so that the public will clamor for the latest prescription miracles." The result, he says, is patient pressure on the doctor.

■ Mr. Carter also alleges advertising discrimination by the drug (Continued on Page 104)

to be marketed by Seagram. The company's Hunter division will bring out a new bourbon early in 1959. Other divisions also will bring out straight bourbons as conditions warrant, Victor A. Fischel, president of the House of Seagram, sales unit of Joseph E. Seagram & Sons, said.

■ Robert Bragarnick, vp in charge of marketing, said the company plans to spend between \$3,500,000 and \$4,000,000 in 1959 for national advertising and sales promotion of (Continued on Page 104)

Auto Sales to Top 6,000,000, Says Prof. Brems

Speaker at U. of Michigan Conference Forecasts Better Year Than Industry

ANN ARBOR, Nov. 4—New car sales in 1959 may exceed 6,000,000 or 7,000,000 units, it was forecast here today by Hans Brems, a professor at the University of Illinois.

This sharp rise might be the result of increases in consumer disposable income and general price stability, Mr. Brems asserted in a talk at the University of Michigan's sixth annual Conference on the Economic Outlook.

Small cars will continue to increase their share of the total car market, Mr. Brems added. There's not the "slightest reason" to believe that the small car share of the market will remain stable at 10%, the (Continued on Page 32)

Admen Disagree on Market Research Role

Integrate Function, Say VPs of FC&B, Grey; No, Say D-F-S, BBDO VPs

NEW YORK, Nov. 4—Should market research be integrated with other departments of agencies, or should researchers be considered specialists and kept apart in "ivory towers of objectivity"?

This question was raised yesterday at a workshop of the American Marketing Assn., in which a team of executives from Foote, Cone & Belding told how their agency blends research with creative, marketing and merchandising operations. Executives from two other agencies disagreed. Another supported the FC&B thesis.

■ Paul Gerhold, FC&B vp in charge of research and media, said that while agencies' research departments are as varied as women's wardrobes, his agency believes the most useful research is the kind that "measures the effects of advertising, rather than

consumer opinion about advertising."

He said research is an integral part of Foote, Cone's marketing, merchandising and creative functions and that one of its most important roles is to study the effect of ad budgets in terms of advertiser sales.

Thomas McKiernan, manager of research at the agency, said research should be integrated and should actively assist in handling accounts.

"Certain things happen to research people if they are left alone," said Mr. McKiernan. "They tend to develop a fixation about objectivity and get out of touch with everyday problems." He said researchers must be able to "stick their necks out without the protective covering of impartiality."

He said that with integrated (Continued on Page 104)

Noilly Prat Alters Ads But Retains Selling Slogan

NEW YORK, Nov. 4—A slogan that sells—"Don't stir without Noilly Prat"—reinforced annually with new artwork, has been a major factor in the increase in Noilly Prat vermouth sales over the past five years, Irving S. Meisel, advertising and sales promotion manager of Browne Vintners Co., U. S. distributor for the brand, told ADVERTISING AGE.

Since Browne Vintners became importer of the brand in 1954, Noilly Prat sales here have increased 39%, Mr. Meisel said. Vermouth sales generally have increased about 30% in the same period.

A new advertising campaign for the brand is now appearing in *Esquire*, *Gourmet*, *Holiday*, *House Beautiful*, *Living for Young Homemakers*, *Sports Illustrated*, *The New Yorker* and *The New York Times Magazine*. Lawrence C. Gumbinner Advertising Agency handles the account.

■ "Don't stir without Noilly Prat," Mr. Meisel said, "is what I like to call a simple but massive message, and that's why we use simple artwork that shows a kind of massive personality."

The ads feature the Noilly Prat man garbed variously—as a man in business clothes, as a British army officer, as a horseman, golfer, spectator sportsman, and big-game hunter. The photo always shows the back of the man's figure, on which the slogan is inscribed.

"Surveys showed high readership for our ads when we used illustrations by Steinberg and Peter Arno," Mr. Meisel said, "but we felt we should present the slogan to the public in new and exciting ways."

■ In 1955, artist Saul Steinberg was commissioned by Gumbinner to do seven pen and ink "stirrings" to illustrate the slogan-theme in the free-form style for which he is noted. Those ads ran through mid-1956. Then Peter Arno's cartoons were used to illustrate such copy as: "A dry martini is not a hooker of gin," "Civilized dry martinis—easy as pi (3.1416)," "Don't be a faddist; don't be a sadist," etc.

Mr. Meisel has great expectations for the new campaign and new artwork which broke this month and which will run through next spring. #



SELLING SLOGAN—The new Noilly Prat vermouth ad at the right presents a marked contrast to the older ad which features Saul Steinberg's free-form drawings, but the company's slogan, "Don't stir without Noilly Prat" is prominently featured in both.

Factor Denies FTC Charge, Says Ads Told Truth

WASHINGTON, Nov. 5—Max Factor & Co., Hollywood, filed a statement with the Federal Trade Commission today striking back at charges that its Natural Wave spray won't change naturally straight hair to naturally curly hair (AA, Oct. 27).

An FTC complaint Oct. 15 is directed at tv commercials which show "before" and "after" pictures of a model using the product, and include a sequence where the model breaks a straw to illustrate the significance of "structural change" which the product allegedly makes.

The company said the product will make structural changes in the hair and will make naturally straight hair naturally curly. #

McMahan Leaves Burnett to Become TV Producer

Harry Wayne McMahan, head of the tv film department and a member of the plans board of Leo Burnett Co., Chicago, has resigned to form Cupid Inc., producer of "Love Is the Problem," a five-a-week daytime tv program series. Associated with Mr. McMahan in



H. W. McMahan



Don Tennant

the new film production company will be Jerry Fairbanks, whose Hollywood studios and photography technique will be used for the series. Mr. McMahan also will serve as a tv commercial consult-

ant. Mr. McMahan headed his own film company for 16 years in Hollywood before entering the agency field five years ago.

Don Tennant, taking over that portion of Mr. McMahan's responsibilities last week, was named vp in charge of tv film at Burnett (AA, Nov. 3).

FC&B Resigns Pacific Mutual; Conflicts with Equitable

Foote, Cone & Belding, Los Angeles, has resigned the advertising account of Pacific Mutual Life Insurance Co. after an association of more than 15 years. The account reportedly bills \$200,000. The move follows FC&B's appointment to handle the more than \$2,000,000 account of Equitable Life Assurance Society of the U. S., New York (AA, Oct. 27).

FC&B said it will continue to service Pacific Mutual until it has named a new agency. Pacific Mutual has announced it is now viewing presentations from invited agencies.

Highlights of This Week's Issue

- Otis Wise resigns as editor and publisher of McCall's after 31 years, and 13 other employees leave with himPage 1
- Emil Mogul Co., Lewin, Williams & Saylor will merge Jan. 1 to create a \$20,000,000 agencyPage 1
- Everywoman's Family Circle, supermarket-distributed monthly, will offer advertisers a guarantee based on the average of issues they use rather than customary net paid guaranteePage 1
- Put your product where the consumer is, Grey's Arthur C. Patt tells photographic equipment manufacturers, urging them to adopt universal rather than "selective" distributionPage 2
- Ruppert will promote its new ale as "for men only" in campaign which will run in New EnglandPage 2
- "Twenty-One" in Britain runs into a bit of trouble, too, just like its American cousin, as disgruntled contestant charges the show was riggedPage 2
- Advertising agencies have learned the lesson of coordinating marketing functions from the recent business decline, Robert E. Anderson of Batten, Barton, Durstine & Osborn tells the east central region of the American Assn. of Advertising AgenciesPage 2
- Libby, McNeill & Libby will distribute 38,355,000 coupons worth \$3,835,000 in merchandise in the New York metropolitan market between December and May to promote sales of its top-volume productsPage 2
- New book charges the American Medical Assn. turns the doctor into a huckster for the drug companies and that the Journal of the AMA has a "fantastic" advertising incomePage 3
- Advertisers in business publications who provide inquiry coupons generally do not do a top-flight job of following up the inquiries, according to a survey by John Swan, Robertson, Buckley & Gotsch account executivePage 3
- The battle of the jets, which has been raging in advertisements in the U.S. between Pan American World Airways and British Overseas Airways Corp., moves across the Atlantic and carries on in British mediaPage 3
- Nolly Prat continues its sales winning slogan—"Don't stir without Nolly Prat"—but changes artwork from Steinberg drawings to adventurous men with back to reader and slogan emblazoned on the backPage 3
- New car sales in 1959 may exceed 6,000,000 pr 7,000,000 units. Prof. Hans Brems of University of Illinois forecastsPage 3
- Census Bureau and Federal Reserve Board team up for consumer buying intentions surveyPage 6
- Book on Procter & Gamble, "It Floats," by Alfred Lief, recounts familiar milestones, touches on failures lightlyPage 11
- Domestic cigaret consumption this year will reach a record 435 billion units, compared with 409 billion units consumed in 1957, Edward F. Ragland, Tobacco Institute vp, saysPage 18
- Carnation Co. will use magazines, Sunday supplements, farm magazines and radio and tv to promote a can't fail, five-minute fudge using its evaporated milkPage 24
- Richmond Newspapers Inc. will allow monthly volume discounts on national advertising under new plan to go into effect Jan. 1Page 26
- Food shoppers are paying more and more attention to food ads, a survey by Burgoyne Grocery & Drug Index showsPage 34
- McConnell, Eastman & Co., 53-year-old Canadian agency, doubles its billings in six years, hits \$8,500,000 levelPage 38
- Space age theme inspires merit award winning toys in Science & Mechanics annual honoring of ten best toysPage 40
- Newspaper men must develop more and better promotions for their publications and marketing areas if newspapers are to compete successfully against digital computers and media researchers, Ford's Rothman tells central region convention of National Newspaper Promotion Assn.Page 43
- Wordless ad for Old Timers Ale wins Wyse Advertising Agency best-in-show award in the 10th annual competition of the Cleveland Art Directors ClubPage 44
- Modern Railroads awards Chesapeake & Ohio Railway as road which has done most effective job of promoting its freight traffic in the past yearPage 58
- Western States Advertising Agencies Assn. announces new media relations policy for its 90-member organizationPage 66
- Manufacturers are highly sympathetic with retailers' gripes about cooperative advertising, but they haven't been able to find any easy answers to the co-op problem, Michael Frawley, exec vp. B. T. Babbitt Inc., writes in November Super Market MerchandisingPage 74
- Case histories of speedy, inexpensive pretenses of ads are described by Perham C. Nahl, associate director of research of Needham, Louis & BrorbyPage 84
- Ford Motor Co. is triple winner in 14th annual Financial World awards for the best annual corporate reports, including the gold Oscar for the best 1957 annual report of all industryPage 98

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WALTER S. MARTIN,
Regional Sales Manager,
Seattle
E. L. BRUCE CO., Inc.

*"We concentrate where people are
...and Tacoma has the people!"*

Mr. Martin says:

"To get the best from our advertising dollars we must concentrate where *people* are! And the 308,000 folks living in the Tacoma market are worth a great deal of our sales and merchandising efforts. To sell Bruce Floor Products to these able-to-buy people we rely greatly on advertisements in the Tacoma News Tribune. We know that no outside newspaper approaches the circulation coverage of the News Tribune in its market."

TACOMA NEWS TRIBUNE

TACOMA, WASHINGTON
Circulation more than 83,000

Represented by SAWYER-FERGUSON-WALKER COMPANY, Inc.
New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco

To win
broad
acceptance
for your company,
its aims
and
its management ...

Where advertising, too,
is read for profit!

BARRON'S

NEW YORK 50 Broadway CHICAGO 711 W. Monroe St. BOSTON 388 Newbury St. LOS ANGELES 2999 W. 6th St. CLEVELAND 1077 Euclid Ave.

City Teamsters Vote Loyalty to Parent Union

Council to Support Ousted International '100 Per Cent'

Teamsters Joint Council No. 53 of Philadelphia today voted unanimously to back up its international union 100 per cent in its dispute with the AFL-CIO.

The 1.4 million-member Teamsters Union was expelled by the AFL-CIO on December 6 by a five-to-one vote of the federation convention in Atlantic City.

John H. Hadden, joint council president, said today's vote was an answer to rumors that one or more of the 28 locals in the 84,000 member council might pull out to stay with the AFL-CIO.

Speech Commended

The council action also commended the speech Teamsters secretary-treasurer John H. Hadden made before the federation convention. In essence, Hadden said, "you will sweep before us."

New Citizens Swear Allegiance in Historic Shrine



1794 Law Stirs Lehigh Co. Row

Store Is Opened, Police Take Names

Police and merchants clashed yesterday over Pennsylvania's 1794 law forbidding business on Sundays.

In Whitehall Township, Lehigh County, a discount house, Two Guys From Penn. Inc., had additional trouble — a picket line across the entrance to its parking lot, preventing customers and employees from entering for several hours.

UAW Pickets Here

Though warrants were issued last week against the company and a number of its employees, the store opened for business again yesterday. District Attorney Ben M. Mather and county detectives showed up and began their routine of taking names of those working there.

A mass of pickets from the United Auto Workers local in nearby Allentown also showed up. They formed a tight line

Pupils Design 'Sight' Posters



40,000 REASONS WHY

in Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin prints some 40,000 local news stories every year. These are gathered by one of the world's largest local news staffs, augmented by a network of special correspondents.

It is this unique reporting of the big and little news of Greater Philadelphia—together with the other contents of a great metropolitan newspaper—that has helped make The Bulletin a trusted member of the household through generations of Philadelphia families.

What does this mean to Bulletin advertisers? It means that their messages are carefully considered—at home—in the newspaper Philadelphians read, respect and respond to.

The Bulletin goes home . . . delivers more copies to Greater Philadelphia families every seven days than any other newspaper.

Advertising Offices: Philadelphia • New York • Chicago
Representatives: Sawyer Ferguson Walker Company, Detroit • Atlanta • Los Angeles • San Francisco
Florida Resorts: The Leonard Company, Miami Beach

The Bulletin publishes the largest amount of R. O. P. color advertising in Philadelphia—Evening and Sunday!

to help the out of the current crisis, while at the same time laying a foundation for the long haul," Hadden said.

"It must not be blindly led into automation just because it happens to be popular."

Boy Found Hiding In Service Station

Norristown, Dec. 14—State police caught a youth hiding in the service station of 1117-1119 N. 2nd St. at 4:40 A. M. today.

They said he was 17-year-old Robert, 18, of the 800 block of W. Alty st., and that he had entered by smashing a window. He was charged with burglary.

Sawed-off .22 Rifle Used by Holdup Man

Heaven House 25, an attendant at the 1 one St. service station, 726 N. 6th st., was robbed of \$44 by two men who entered the station at 4:15 A. M. today.

He told Detective Hester, identifies that one of the men pummed him in the jaw, knocking him down. The other, he said, pointed a sawed-off .22 caliber rifle at him, ordering, "The damn key."

Individual alumnae already have contributed \$150,000 toward the \$200,000 goal for the dormitory unit.

Mrs. Mark M. Hines, association president, made the presentation to Dr. Joseph P. Hines, university president, at an informal ceremony on the campus.

The dormitory, to be known as J. Hines House, will be part of a \$4 million system of women's quarters to be erected on the block bounded by Chestnut, Walnut, 23rd and 24th sts.

Auto Hits Bridge Wall, 4 Riders Injured

Three girls and a man were injured last night when their car skidded and crashed into a wall of the bridge carrying Bridge-town pike over the Neshaminy Creek in Northampton Township, Bucks County.

Admitted to Lower Bucks Hospital was Miss Mavis, 15, of 7th Spruce st., Bristol. She suffered a fractured right leg.

Tell Bridge Ex-Chief Asks Separate Trials

Doylertown, Dec. 14—William H. Hester, ex-chief of the Delaware River Joint Toll Bridge Commission, today asked the Bucks County Court to grant him a separate trial on each charge against him.

Hester is accused in six indictments of collecting unauthorized expenses, profiting from insurance contracts and collecting unauthorized salary while a member of the commission.

He said the charges are unrelated and that his rights would be protected if they were brought together at one trial. Hester is scheduled to go on trial jointly with two collaborators on January 27.

Some windows in this building were shattered.



Firemen examine the damage in a store ripped by a blast at 10th and 7th sts.

at all and kept insisting that her name is Jean Hester and that she lives in Philadelphia.

The girls, according to Hester,



YOU'VE NO IDEA how it boosts the morale of any Philadelphian living elsewhere, to keep up with events at home through The Evening and Sunday Bulletin! For details about gift subscriptions which give so much pleasure at little cost, you can dial EVERGREEN 2-5800 and ask for Mail Circulation.

over the weekend at the office of a shoe firm at 3220 Cherry st.

Richard G. Hester, manager of the Republic Shoes Manufacturing Co. office, discovered the case at 8 A. M. today.

Detective Hester Hester and the thieves scoured the wall of an adjoining building and went in an unlocked window of the firm's office on the second floor.

Police said they thought the same thieves broke into the temporary Hester building at the northeast corner of 3rd and Arch sts. They took \$25 from a self-service machine in the ground-floor accounting office of the Sun Hat Co. and \$256 from a safe in West Fourth, Inc., on the first floor.

Fireman Save Woman in W. Phila. Blaze

A woman was trapped in a smoke-filled apartment home in West Philadelphia early today.

Firemen rescued Miss (Name) from the second floor of the apartment at 8th & 18th st.

Miss (Name) and (Name) from 8th & 18th and (Name) were the first to escape from the fire which broke out in the kitchen turned her head.

This Week in Washington . . .

Federal Reserve, Census Bureau Test Huge Consumer Buying Plans Study

By Stanley E. Cohen
Washington Editor

WASHINGTON, Nov. 6.—The Census Bureau and the Federal Reserve Board have teamed up for what may prove to be the most useful consumer buying intentions series of them all.

Using Census Bureau's expert sampling organization, it goes to 18,000 homes four times a year to measure the prospective market for major durables and to spot

shifts in buying plans.

While a test run covering a sample of 1,300 has already been conducted in Chicago, nothing will be published until 1960 at the earliest. Census technicians are exceedingly crusty about their reputations. They will make another sample run in Chicago this month, and then four nationwide dry runs on a quarterly basis in 1959 before deciding whether to accept the assignment on a continuing basis.

If it works, it will represent a big step forward for Federal Reserve over the consumer finances studies which have been published on an annual basis for the past 13 years. The sample is six times as large, and results will be available four times a year instead of once a year. Moreover, costs will be attractively low because the questions on the consumer intentions hitch-hike on the regular questionnaire which the census field staff uses for a monthly report on changes in the size of the labor force.

■ From the start, census experts have been leaning over backward to learn more about the reliability of buying-intentions reporting. Their repeat run in Chicago this month goes back to the same 1,300

families which were visited in August, so that analysts can find out whether people behaved as they expected to. In addition, there will always be a 50% overlap in the sample from quarter to quarter, so eventually Census Bureau people should know whether information of this kind is sufficiently reliable to justify the cost of collecting and publishing it.

Meanwhile Federal Reserve is going ahead early next year with the 14th report in the annual consumer finances series which have been developed under contract with the survey research center of the University of Michigan. No decision on future relations with the Michigan group will be made until the Federal Reserve Board's staff has a chance to pass on the

data collected in the Census Bureau tests.

'No Ad' Rule for Tax Men

Government "no advertising" rules have a way of spreading. Take,

for example, the long standing rules that tax experts who practice at Internal Revenue Service must not advertise. Now the Treasury is lowering its barriers so that thousands of accountants and other experts can represent taxpayers with tax return problems. But in exchange for this privilege, it is demanding that these professional people accept its code of ethics, including the "no advertising" rule.

Originally these rules were drafted with lawyers and certified public accountants in mind, for the people who argue cases at tax headquarters usually come from these highly skilled professions. Now apparently the same rules are to be applied to far less skilled people, with only limited rights, who won't even be required to pass an examination in order to get recognition.

■ In accordance with demand of congressional investigators who said Treasury's standards are so high that tax experts now have something akin to a closed shop, Treasury is modifying its rules to allow many more qualified individuals to argue cases at headquarters.

In addition it is opening the door wide so that anyone who makes a business of filling out tax forms can represent taxpayers negotiating tax problems with local tax agents. Since 98% of the tax controversies are at the local level, Treasury says the new move extending these privileges will save time and stiff legal fees for many taxpayers with routine problems. On the other hand, it also means that many professional people who formerly ran their businesses as they wished will now have to conform to the government's concept of "ethics."

Standardize Envelopes?

Post Office Department is also doing some surveying. It has retained A. T. Karney & Co., Chicago,

to find out whether envelope manufacturers and advertisers are interested in a program to cut down on the variations in envelope sizes.

Originally the idea popped up in the House committee on post office and civil service, where several members felt postal costs could be cut if envelopes were standardized. Tucked away in the small print in the 1958 postal rate bill was a provision ordering the Postmaster General to find out about the possibilities, and report back to Congress in February.

Ask Lawyers to Aid FCC

The newest member of the Federal Communications Commission,

John S. Cross, says the lawyers who practice before the commission will have to help it clean house. In an informal talk before the Federal Communications Bar Assn., he kept his audience off balance with good natured banter. Then he turned deadly serious, pointing out that FCC's most immediate problem is to win back the public's interest.

Calling on the bar group to pitch in and help, he said lawyers have a right to be angry when they lose cases as a result of political pressure. "If you are outgunned or out-generated, you can reconcile yourself to a loss," he said. "But there is no comfort in losing as a result of something that takes place privately."

He said: "Let's all play according to the rules. And let's see that the fellow who isn't satisfied to play that way gets a very rough time." #



NEWEST STRUCTURE IN WASHINGTON!

WRCTV's new rate card (No. 14) is a thing of beauty . . . and a joy to work with. Effective Nov. 1, 1958, it offers important new opportunities for advertisers. The most significant change enables the advertiser to purchase announcements on all plans on a non-pre-emptible basis with fixed positions for a limited number of prime-time 10-second spots! ■ Time period classifications have been reduced to a minimum. Calculations

take only moments. And it will take you only a moment to obtain maximum benefits from the Capital's newest rate structure . . . which goes hand-in-hand with the Capital's most modern television facilities. Now, more than ever, you will find it easier, more profitable to do business with WRCTV . . . NBC Leadership station in Washington, D. C. Sold by NBC Spot Sales

WRCTV-4

Dig deeper into Georgia's "money belt"



WITH THE

NEW
g eorgia g roup

(Effective: 1/1/59)

A new "city"

There's a new "city" in the Southeast. It's the Georgia Group market . . . the combined trading areas of Augusta, Columbus and Macon. And it's 60 counties big, including nine in Alabama and South Carolina. Population is more than 1.2 million . . . 328,500 families.

30th in urban size

Combined city zone population runs 417,641. And you have 679,200 people within the metropolitan area . . . 30th in size, topping such cities as Indianapolis, Hartford or Columbus, Ohio.

Georgia's money belt

Effective buying income in the new Georgia Group market exceeds \$1.5 billion. Retail sales are at the rate of \$948 million. Food sales total \$245 million, and automotive, \$207 million.

The preferred papers

Cracking the Augusta-Columbus-Macon market isn't a one-paper job. Needed is the Georgia Group . . . the Augusta Chronicle and Herald, Columbus Enquirer and Ledger and Macon Telegraph and News. These 3 papers reach 4 times as many homes as any other.

Saturation coverage

In Augusta, the Chronicle and Herald cover 71% of the families. Paper "B" reaches 3.5%. The Columbus Enquirer and Ledger is read by 82.9% of the families in that city. Paper "B" covers only 5.3%. And in Macon, the Telegraph and News reach 86% of the families. While Paper "B" has a coverage of 6.7%. Penetration by the Georgia Group throughout the money belt is as impressive as in the three urban sales centers . . . averages 52.4%.

One bill, check, order

You blanket this billion dollar market as economically as efficiently. For the Georgia Group is a combination buy, with a combination rate that saves up to 10% on each ten thousand lines.

Yours, too, is the convenience of one bill, one check, one order. With worthwhile savings in the time and cost of bookkeeping, check writing and postage.

Be sure you have the complete story of Georgia's new "city" . . . and how the Georgia Group can help you dig deeper into this billion dollar money belt. It's yours from your Branham representative.

Sources: Sales Management Survey of Buying Lower—1958; ABC 9/30/57 3/31/58

AUGUSTA

Chronicle and Herald

COLUMBUS

Ledger and Enquirer

MACON

Telegraph and News

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

Donahue & Coe Sets Sales-Share Pact with Grocer

Alpha Beta Chain's Setup Aims to Offset Non-Commissionable Ads

LOS ANGELES, Nov. 7—Donahue & Coe has formally started as agency for the 51-store Alpha Beta Food Markets, a Southern California chain, with a financial arrangement which in effect ties agency total compensation to sales of the chain.

The announcement of details of the arrangement was made by Clifford Haskel, vp of Alpha Beta, and Richard Moses, manager of the agency office, to quell rumors which have been making the rounds in Los Angeles advertising circles.

The arrangement is said to be a pioneer attempt to solve the problem of an agency serving a retail account, when so much of the chain's advertising is in non-commissionable space that commissions alone cannot cover the agency's costs. Retainer fees to compensate for agency service are said to have provided only a partial answer.

Under the plan the agency will be credited with a percentage of the chain's total advertising and promotional appropriation as its gross profit, to cover general and administrative costs, plus net profit. Since the chain's appropriation is based on its gross sales, in effect the agency will benefit directly from increased sales.

Actual costs of labor, materials and other out-of-pocket expenses in connection with the account are charged against the total appropriation.

As of now, the 1959 ad budget is set at approximately \$800,000. Sales are currently running at an \$85,000,000 annual rate.

Under the agreement Donahue & Coe is responsible for all Alpha Beta outdoor, broadcast and print advertising, including its twice-weekly price ads. Also handled are media recommendations, special research projects, direct mail and chain wide promotions. #

'Milwaukee Journal' Makes Wenthur Head of R.O.P. Color Unit

MILWAUKEE, Nov. 6—Clifford Wenthur, for the past three years sales manager of the Milwaukee Journal's ROP Color Service, has been appointed manager of the service, succeeding Harry Gwaltney, director of the service since it started in 1953, who is retiring. The color service now supplies 138 subscribing newspapers with advertising and editorial r.o.p. color materials. Its weekly Color File of r.o.p. materials is now in its 289th week.

A special number of the Color File currently being distributed among subscribers contains 80 pages of Christmas and holiday features for editorial and advertising departments. #

'Advertising Contact' AFA Magazine, to Bow

The Advertising Federation of America, New York, will launch a new magazine—Advertising Contact—in January. The publication (AA, April 14) will have an initial guarantee of 20,000, according to C. James Proud, AFA president. Initially, advertising will be sold only on covers; cover rate on a 10-time basis will be \$400. Classified advertising also will be carried.

Hodges Is Named Adman of Year for Work on Ralston Ads

NEW YORK, Nov. 5—Ernest J. Hodges, 41-year-old vp and account supervisor of Guild, Bascom & Bonfigli, San Francisco, today was named "outstanding young adman of the year" by the Assn. of Advertising Men & Women.



Ernest J. Hodges

Mr. Hodges' campaign for the agency's Ralston Purina account was labeled best entry for consumer campaigns budgeted at more than \$1,000,000. It included scrapping traditional cereal premiums and concentration in network tv advertising.

Herbert A. Kuscher, account exec of the Lampert Agency, New York, was cited for his work on the FR Corp. account in the less-than-\$1,000,000 consumer ad budget classification.

Jeremy Daniel, account exec of Noyes & Sproul, New York, on the C. B. Fleet Co. account, led in the \$100,000-and-under industrial ad budget group. No award was made for campaigns of over \$100,000 in the industrial class. #

P.O. Drops Effort to Ban 'Playboy'

WASHINGTON, Nov. 5—The Post Office Department told the federal court here today it has given up its effort to try to stop the delivery of the November issue of Playboy.

The publisher had already obtained a temporary restraining order which enabled Playboy to send out the bulk of its mailing despite an order filed by the department's general counsel charging that the magazine violated obscenity laws (AA, Nov. 3).

When Playboy returned to the district court here today in an effort to obtain a permanent injunction, Donald B. MacGuineas, attorney for the Department of Justice, told the court that the Post Office Department has decided not to molest any copies of the November issue which are presented for delivery. Paul Porter, attorney for Playboy, asked for an injunction to prevent action against future issues, but Judge Edward Tamm ruled that the action was moot, since the department was withdrawing its order.

In granting a temporary injunction to Playboy last week, Judge Edward Pine ruled that the Post Office could not refuse to accept the magazine until it provides assurance that an immediate hearing will be conducted to determine the validity of its charges. #

Ridder Newspapers Shifts 2

Daniel H. Ridder, publisher of the St. Paul Dispatch and Pioneer Press, has been named co-publisher of the Long Beach Press Telegram and Independent. His brother, Herman H. Ridder, is publisher in Long Beach. Another brother, Bernard H. Ridder Jr., publisher of the Duluth Herald and News-Tribune, will become publisher of the St. Paul newspapers. He also will continue as publisher of the Duluth newspapers.

'Co-op Ad Newsletter' Sold

"Cooperative Advertising Newsletter," a monthly launched by Lester Krugman Associates in 1957 (AA, Oct. 14, '57), has been sold to J. Wendell Sether Associates, a division of American Press Magazine.

Give your kitchen the Custom Look with these HOTPOINT BUILT-INS

Hotpoint

DRIVE—Hotpoint Co.'s "most intensive fall campaign in the past 10 years" includes this color page in Life, Nov. 17—the second in a series of four in Life. 12 other magazines are on the schedule. Compton Advertising, Chicago, is the agency.

Hoffman & York, Paulson-Gerlach to Merge in December

MILWAUKEE, Nov. 5—Plans for the consolidation of Hoffman & York Inc. and Paulson-Gerlach & Associates were announced this week.

Senior officers in the new agency, to be known as Hoffman, York, Paulson & Gerlach, will be A. J. Gerlach, board chairman; B. J. Paulson, executive committee chairman; Harry G. Hoffman, president, and Wilford York, exec vp and general manager.

Headquarters will be in the Hoffman & York offices at 5130 W. Vliet St. Paulson-Gerlach is now at 606 W. Wisconsin Ave.

The two agencies have about 50 employees and more than 20 major accounts. The joint staff will include practically all personnel of both agencies.

Hoffman & York was first established as a partnership in 1933 and incorporated in 1946. It is now marking its 25th anniversary. Paulson-Gerlach was founded in 1935 by Mr. Paulson; it took its present name in 1940.

Harry G. Hoffman, Hoffman & York president, and A. J. Gerlach, president of Paulson-Gerlach, said the consolidation of the two agencies was due to a combination of basic trends in the agency business and growing evidence of compatibility in objectives and methods of servicing clients of the two agencies. #

Belleville, Ill., Daily Buys Rival

BELLEVILLE, ILL., Nov. 5—The Belleville News-Democrat last Saturday purchased the Belleville Daily Advocate, and has begun publication of the Belleville News-Democrat & Belleville Daily Advocate, with a combined circulation in excess of 28,000.

Flat line rate for the new evening daily is 16¢, compared with 9¢ charges previously charged by each newspaper.

Purchase of the outstanding Advocate stock from Cyril A. Arnold, president of Advocate Corp., was made by Mr. and Mrs. Robert L. Kern and Richard P. Kern. Mr. Arnold said mounting costs and the need for more expenditures and improvements motivated the sale.

Burke, Kuipers & Mahoney, Chicago, representative of the News-Democrat, said all wire services, features and comics in the Advocate will be retained in the combined publication. #

'Get Tough with Civilians,' Fitz-Gibbon Tells Air Force Reserve Public Relations Arm

NEW YORK, Nov. 6—Bernice Fitz-Gibbon, advertising counselor, former ad manager of Gimbel's, and member of the Retail Advertising Conference Hall of Fame, told a seminar of Air Force reserve officers here today that "toughness should be as big a part of the Air Force public relations program as tact."

The seminar, sponsored by the 9215th information services squadron of the New York Air Reserve Center composed of airmen in the communications field, was moderated by Daniel H. Woodward, director of advertising and promotion of the New York Stock Exchange. Squadron commander is Col. Thor H. Smith, vp of The American Weekly.

Miss Fitz-Gibbon was one of five professional women on the panel. The others were Charlotte Klein, vp of Edward Gottlieb & Associates, public relations counselor; Mrs. Charles H. Elkins, wife of Col. Marshall A. Elkins, commander of the Mitchel Air Force Base; Allene Talmey, senior feature editor of Vogue, and Dr. Molly Harrower, chairman, New York State advisory council of psychology.

Labeling her proposal TNT, for tactful and tough, Miss Fitz-Gibbon said, "You should let the smug inhabitants of the town know, in no uncertain terms, that their

getting an air base is like grabbing a fistful of stars."

"Prosperity will roll over your whole community," she said the Air Force should tell the town people, "creating more jobs, doubling local merchants' business volume, and spilling hundreds of thousands of dollars into the town's river of cash. But you have to be tough about it. Like the old preacher, and like modern advertisers, you have to keep telling them that you are telling them, and then tell them again what you told them."

Miss Klein, discussing public relations techniques, advised the Air Force men to realize "that both the Air Force and the community have responsibilities to each other, and the information services officer must provide the liaison."

Mrs. Elkins discussed problems facing the typical Air Force family. Miss Talmey proposed ways and means of establishing better liaison between local newspapers and the Air Force, and Dr. Harrower discussed the problems of a military air base and surrounding civilian communities. #

Wilding Forms TV Unit to Build Film Ad Sales in Midwest

CHICAGO, Nov. 4—As part of a bid for a greater slice of the tv ad film production business of midwest advertisers, Wilding Picture Productions Inc., Chicago, has organized its ad film operation into a new division, Wilding-TV.

General manager of the division is Joseph Morton, who joined Wilding last year and until now has been administrative assistant to Jack Rheinstrom, Wilding's sales vp. Mr. Morton was previously with Young & Rubicam and has been associated with tv ad film production for about nine years.

Exec vp of the new division is Mike Stehney, formerly exec vp and general manager of Kling Film Productions, Chicago. Carl Nelson, formerly editorial supervisor with Kling, now holds the same title at Wilding-TV.

Facilities available to Wilding-TV include Wilding's new stage designed specifically for tv ads (it has a permanent practical kitchen), plus all of Wilding's laboratories, sound recording departments and other facilities for producing a wide range of ad treatments.

Wilding-TV has assumed responsibility for tv ad production for all of Wilding's midwest clients. The parent company continues to handle industrial and other specialized films. #

'K. C. Star' Adds 'This Week'

The Kansas City Star has announced that it will add This Week Magazine to its Sunday issues beginning Feb. 1. Adding the Star gives This Week distribution in 40 newspapers, with a combined circulation of more than 12,800,000, according to the supplement. The Star formerly carried no supplement. It said This Week would be in addition to its regular Sunday comics and features.

ARF Issues Report

The Advertising Research Foundation has issued a report showing how colleges and universities use ARF materials. The report is based on information supplied by 32 ARF academic subscribers. The academic subscribers pay a nominal annual fee of \$50 for their memberships.



JOHN V. TARLETON has joined Leo Burnett Co., Chicago, as a vp and member of the plans board. Mr. Tarleton, a co-founder of J. Stirling Getchell Inc., has been director of advertising art of Eastman Kodak Co. since 1956.



**engineering
does the
steering**

from idea to market

"Look ma, no hands." For the price of a radio, your car can drive itself.

Safety engineers used off-the-shelf parts to bring this idea to life.

That's how new markets start, and how they grow. Engineers' minds are most fertile places.

And that's why it's so very important to keep engineers informed about products that will help them turn ideas into markets. In fact, they're hunting for this information, constantly.

You can see it in the way design engineers read **MACHINE DESIGN**.^{*} And you can see it in the results **MACHINE DESIGN** advertisers are getting.

Advertising in **MACHINE DESIGN** pulls inquiries *in volume*. Inquiry production has grown 40% in the past year, *tripled* over the past two years.

Readership revealed by Starch and Ad Gage studies of advertising shows increases averaging as high as 55% over the past two years.

It's proof of **MACHINE DESIGN**'s power to help make sales *now*. Wherever new products are being developed, you'll find men reading **MACHINE DESIGN**.

**Consistent "first" in independent studies of design engineer reading preference in every major U.S. industry.*

MACHINE DESIGN

a **Penton** publication

Penton Building / Cleveland 13, Ohio



FOR A TREASURE IN PROFITABLE SALES...

DISCOVER THIS RICH HIDDEN MARKET
SIouxLAND
 in the corner of 4 states—rich in both industry and agriculture—leading the nation in sales performance

49 COUNTIES
 in Iowa, Nebr., So. Dak., & Minn.
\$1,208,310,000.00
 in effective buying income

WHOLESALE TRADE
 distribution center to 7 states

833,600 PEOPLE
 ready, willing and able to buy

SIoux CITY, IOWA
 metropolitan hub of Siouxland
\$1,170,475,000.00
 gross farm income exceeds 41 states

ONE ADVERTISING MEDIUM
 SIoux CITY'S DAILY NEWSPAPERS
 give you dominant and economical coverage of this sales-rich market

The Sioux City Journal
JOURNAL-TRIBUNE

National Representatives — **JANN & KELLEY, INC.**



Dewes Proud Mason Ingram

PIECES OF GOLD—C. James Proud, president of the Advertising Federation of America, drops gold pieces into the hands of Winnie Ingram, president of the Detroit Women's Advertising Club, symbolizing the theme of the Midwest Conference of Women's Advertising Clubs: "Women are worth their weight in gold." In agreement with the theme are Bonnie Dewes, AFA vp and chairman of the Council on Women's Advertising Clubs, and Celia Mason, president of the Des Moines club.

WATCH
 WATCH THE WOMEN GO BUY... WATCH THE WOMEN GO BUY...
the Women
 WATCH THE WOMEN GO BUY... WATCH THE WOMEN GO BUY...
go BUY

In Portland, the retailers who daily watch the women go buy, advertise most in The Oregonian. They know The Oregonian reaches more women, brings more buying action. That's why they placed 3½ million more lines of advertising in The Oregonian than in the 2nd paper, during the first 8 months of this year. They got results from the newspaper that's big as all Oregon... The Oregonian.

How big is the Oregon retail market?
 Almost 2½ billion annually... that's double Cleveland and almost 3 times Atlanta!

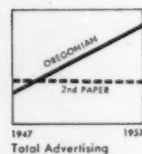
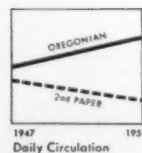
The Oregonian
 Portland, Oregon

Biggest advertising voice in the sales-rush state

Largest Circulation Newspaper in the Northwest
 231,829 Daily; 295,740 Sunday

Represented Nationally by Moloney, Regan & Schmitt, Inc.

Sources: Sales Management Survey of Buying Power, May 10, 1958; ABC Publishers' Statement, 6 months ending Mar. 31, 1958



Food Sales Gained 8.7% in First Half of '58: Nielsen

CHICAGO, Nov. 4—Seemingly oblivious of the recession in the first half of 1958, the food retailing business for the first six months rolled up an 8.7% sales gain over the first half of 1957. This is actually a better gain than the 8% average annual sales gain the food retailing business has enjoyed for the past seven years.

This and other figures on food retailing are contained in the 24th annual edition of "The Nielsen Report to Retail Food Stores" just published by A. C. Nielsen Co., Chicago.

■ Total U.S. retail food sales hit \$22.96 billion in the first six months of 1958 compared with \$21.13 billion in the first half of 1957. Chain stores made the sharpest gain, 9.1%, by tallying sales of \$10.09 billion in the first half of 1958, compared with \$9.25 billion in the first half of 1957.

Independent store sales in the first half of 1958 were \$12.87 billion, an 8.3% gain over the sales in the first half of 1957 of \$11.88 billion.

The sales gains regionally were not as parallel as they were in 1957 and in earlier years, the report points out. The gain in metropolitan New York was only 4.5%, while in metropolitan Chicago it was 15.1%. In the East Central area the gain was 5.1%, compared with a gain of 12.1% in the Southeast.

■ One of the most striking gains made by any segment of the food retailing business was the 20.4% gain made by Chicago chain stores in the first half of 1958 compared with the first half of 1957. The gain boosted the chains' percentage of market from 55% to 58%. Meanwhile, Chicago independents themselves scored an 8.2% gain over the first half of 1957. #

Little Buys Northern N.Y. Publishing Co.

Frank A. Little, for 30 years a partner in the Northern New York Publishing Co. with the Gannett newspaper group, has bought full ownership in the publishing company for \$375,000. The purchase involved 51% of controlling stock formerly owned by Gannett. The publishing company owns the Ogdensburg Sunday Advance-News, the Potsdam Courier-Freeman and the Massena Observer.

'It Floats,' New Book on P&G, Is 'Gentle, Mild'

NEW YORK, Nov. 4—It's pretty hard to find anything bad to say about Procter & Gamble Co., unless you're in competition with them.

This week, as the company issued a quarterly net earnings statement of \$23,992,293—up 16%—Rinehart & Co. issued "It Floats," the story of Procter & Gamble by Alfred Lief. Mr. Lief, a specialist in business history ("The Firestone Story," "The Mennen Story"), finds nothing at all bad to say about P&G.

He recounts the familiar milestones of P&G progress: The accidental crutching that made Ivory float; the Sunday in 1879 when Harley Procter named the soap Ivory (out of Psalms 4:58); the annual employment guarantee; Mr. Procter's finding that the soap was 99 44/100% pure. He traces the pioneering of Crisco, the acquisition of companies, the international expansion, the introduction of brands like Drene and Tide.

■ He tells how J. K. Fraser of Blackman Co. succeeded in weaning P&G out of the rebate house agency setup, with the support of Richard Deupree—who had been arguing that "we are buying 5% brains while our competitors are buying 15% brains"—and Ralph Rogan, advertising manager.

He tells how the decision came to split Camay from Ivory, Oxydol from Chipso (it was Mr. Rogan's notion to make the brands fight each other—"Camay must fight for its life as if Ivory didn't exist. If, as a result, Ivory lost some of its toilet soap business to Camay, it was better to lose it to Camay than to an outside competitor").

And a P&G touch: To avoid embarrassing Mr. Fraser, when the separated brands were lodged in different agencies. Mr. Rogan asked him to phone to the new agencies to announce their appointment.

■ The P&G failures are touched fairly lightly. Wondra and Lana, respectively a facial cream and a permanent for bleached hair, died in test markets. The failure with Teel is described, but its copy problems are not (Teel originally asked consumers if they were brushing cavities into their teeth). The litigation with Lever Bros. and the industrial espionage case is covered briskly in two paragraphs.

About half the book is devoted to the last 35 years of P&G's progress and emerging eminence as a marketing power. The first half is mostly quaint background on the soap world of a gentler era. #

Gancia Sets 1st Major Drive

Gancia Products Import Corp., New York, has set for November what is called the first "comprehensive advertising program" ever undertaken in this country for Gancia wines. The 108-year-old Italian company will promote Gancia dry vermouth, Gancia sweet vermouth and Asti Gancia wine in a campaign consisting of four-color pages in *Cue*, *New York Times Magazine*, *The New Yorker* and *Town & Country*. The drive will run through March. Lynn Baker Inc. is the agency.

Radio Rate Card Issued

Mid-American Spot Sales, P. O. Box 4833, Kansas City, regional radio station representative, has issued a new rate booklet for its stations. Each member station is listed on a separate page and all stations have rates completely totaled for all time breakdowns. An advertiser can select the length of the program, or the spot, the number of times it is to be aired

and find out the total cost of his advertising on the table for that station.

Redemption Center Enlarged

Wieboldt's has tripled the size of the S&H trading stamps redemption center in its Oak Park, Ill., store. The center, formerly located on the third floor, had 5,200 sq. ft. The new center, in the basement, is 15,000 sq. ft.

MEMO TO MEDIA BUYERS

Here's a key publication to keep in mind when planning your 1959 schedules . . .

- sells for you in TWO profitable markets**
1. MORE THAN 60,000 CHURCHES
In the conservative Protestant field
 2. MORE THAN 100,000 HOMES

Lawrence Zeitner, Advertising Manager

MOODY MONTHLY • 820 N. LaSalle Street • Chicago 10, Illinois



A NEW ERA BEGINS IN BUSINESSPAPER ADVERTISING

Starting January 2, MODERN PACKAGING will employ an entirely new publishing technique to deliver to advertisers what they've always wanted:

Supervised activated readership by an executive audience whose members, individually identified, control the overwhelming percentage of all their markets' purchases!

On that date a trained corps of an entirely new kind of magazine representative—*readership development specialists*—will go into year-round action across the country in every area of major packaging activity. Their sole assignment: to demonstrate in regular, personal conferences with each reader of MODERN PACKAGING the most efficient way to read, use, and capitalize on the content of each issue of the magazine.

SETS STAGE FOR NEW LEVEL OF BUSINESS MAGAZINE PERFORMANCE

Here is a publishing technique that provides the advertiser with a new dimension of advertising value. It gives him unique assurance that his advertising is appearing in a medium that has

- preferred status on the heavy reading schedules of its management audience
- vital editorial content fully attuned to reader needs as determined by continuing call reports from the Readership Development Staff
- a warm, frequently renewed, personal relationship with each of its readers.

In fact, if the magazine could also provide the precise coverage of its market that advertisers dream of, it would come close to being an "ideal" advertising medium.

And that is part of the program, too!

BIG PLANTS . . . INFLUENTIAL EXECUTIVES

MODERN PACKAGING's circulation objective is to make absolutely certain that the magazine is in the hands of its target audience: packaging executives in the 16 per cent of industrial plants which account for 81 per cent of packaged goods output.

To achieve its purpose, MODERN PACKAGING has engaged the Special Services Division of Western Union to conduct a national census of package-using industries and their executives.

This all-out effort now provides sales and advertising managers with an invaluable achievement in market engineering: *a precisely defined audience of prime buyers . . . concentrated in manageable numbers . . . yet practically all-inclusive in its coverage of key plants and executives.*

An estimated 8,000 executives are being added to MODERN PACKAGING's existing circulation on the basis of its new findings.

COVERAGE PLUS READERSHIP

This extraordinary combination of *engineered coverage and activated readership* provides manufacturers of packaging materials, supplies and equipment with a direct "one-book" route to the attentive interest of the nation's mass packagers . . . their most profitable market.

If you haven't yet heard all the details from your MODERN PACKAGING representative, call him now—or write for the new brochure which describes the full program and its application to your business.

MODERN PACKAGING • A Breskin Publication • 575 Madison Ave. • New York 22



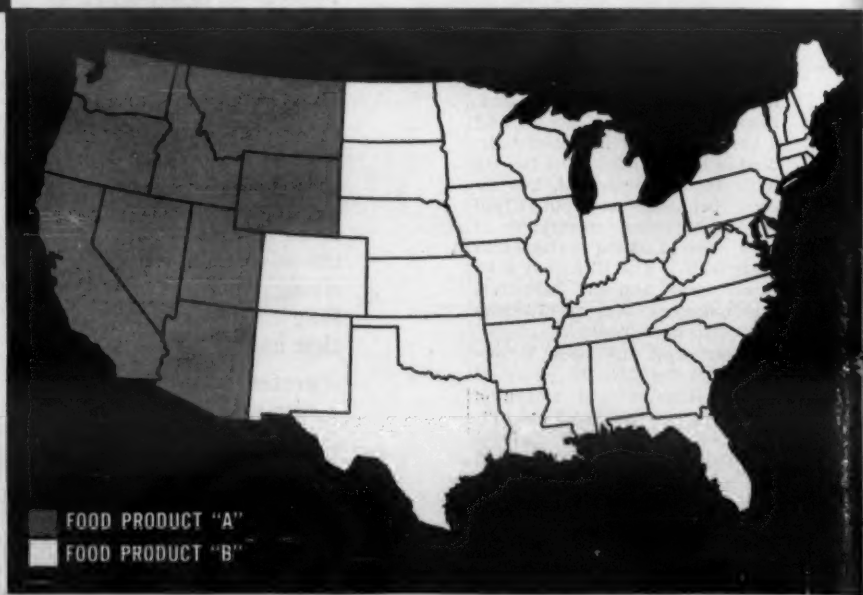
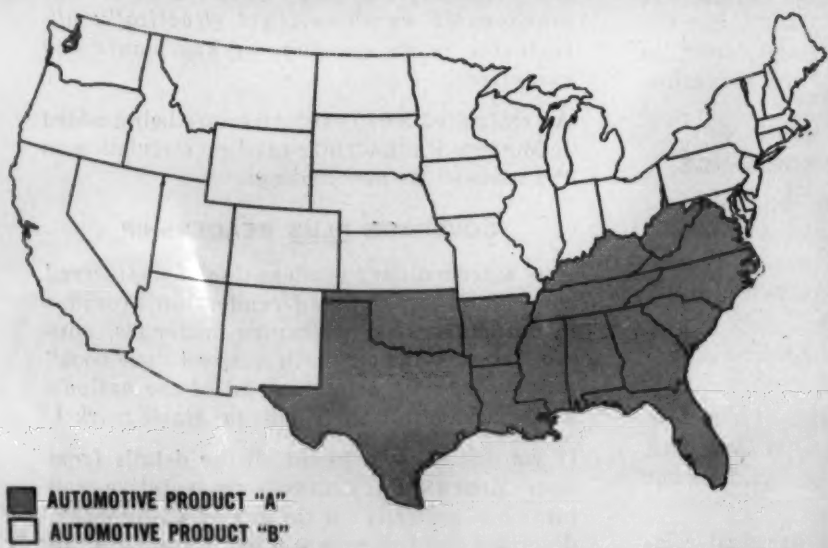
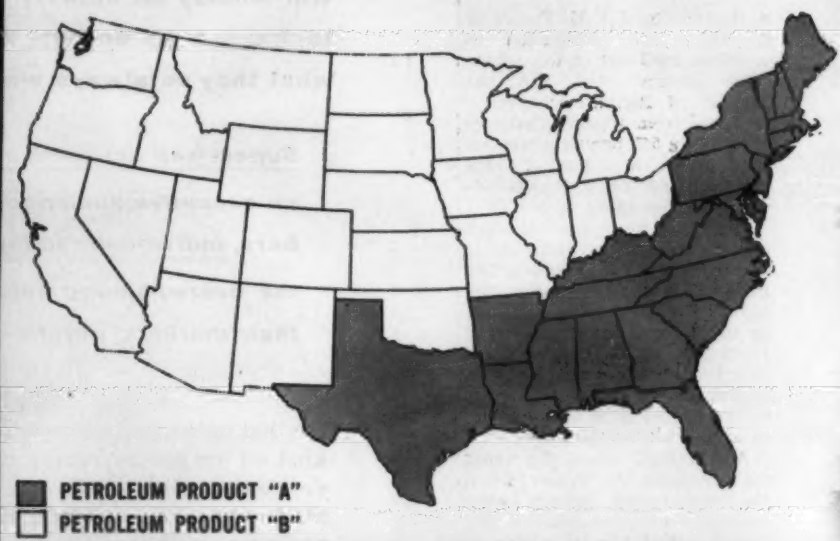
BOLD...NEW...HOT...

Tremendous Response Sparked by LOOK Already Scheduled...Prospect Interest

Two months ago, LOOK introduced the most flexible, most comprehensive system of split-run advertising in national magazine history. Inside of a week, eight major companies... promoting 16 products... had contracted for split-run space in fall and winter issues (see maps below). Since then, a score of other advertisers have expressed solid interest.

Why the enthusiasm? The chief reason is the almost infinite variety of splits offered. Instead of being limited to fixed regions, the program operates along *all* state lines... enables advertisers to select *any* combinations of adjacent states that add up to a national whole.

As small an area as *one* state can be broken off the main LOOK



The maps above show actual split-runs bought by major advertisers in fall and winter issues of LOOK. Products involved are designated "A" and "B" to protect the competitive interests of the advertisers. For information on how the new LOOK plan can be adapted to your own marketing needs for 1959, contact the Look Advertising Department, 488 Madison Avenue, New York 22, N. Y. (MUrray Hill 8-0300) or your Look representative.

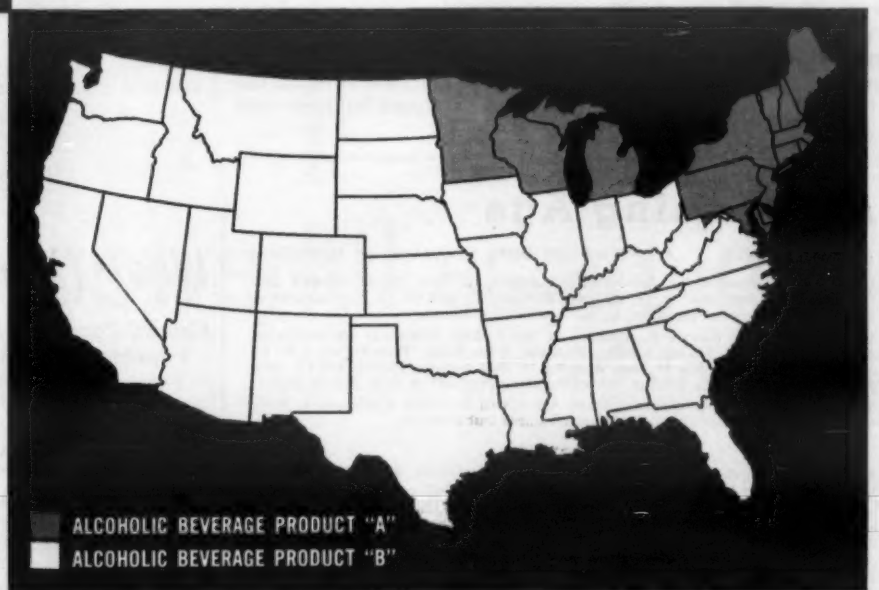
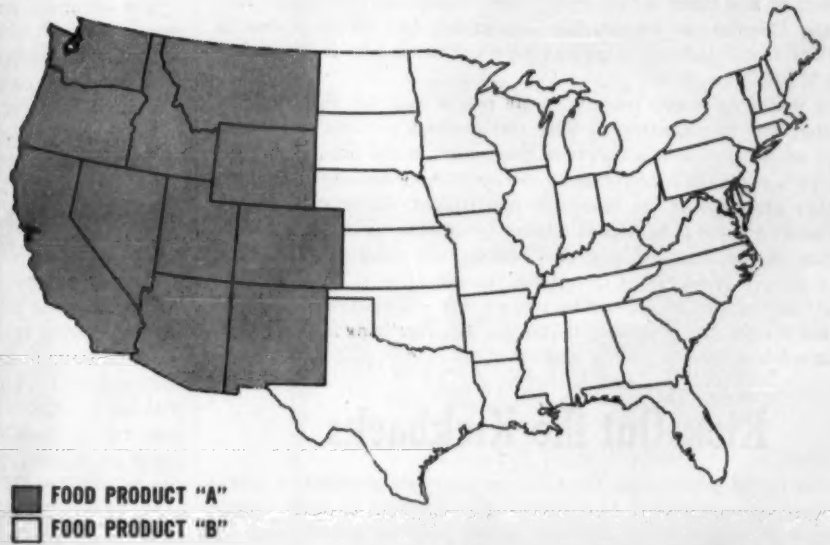
LOOK SPLIT-RUNS

'State-Line' Program... 16 Brands High... Here's the Big Story

run for copy-test purposes or new-product introductions.

Just about any number of *regional advertisers* can take part in the same LOOK split-run schedule, each acquiring coverage of its own market. *National advertisers* with more than one product can give each one pinpoint sectional support... by running different copy in different areas.

The need for... and the vast potential of... the LOOK split-run system are indicated by the tremendous interest it has generated among many of the nation's top advertisers. Its introduction is further evidence of LOOK's leadership in media marketing... another reason why LOOK is America's fastest-growing major magazine.



LOOK ... the exciting story of people

The Editorial Viewpoint . . .

Ad Mix-Up in Washington

Francis R. Cawley, Magazine Publishers Assn. vice-president stationed in Washington, believes—as do any number of other people—that collective effort is needed to deal with anti-advertising moves in Congress and in various government agencies.

"The plain fact is," he said, "that the government is not doing much to help advertising, and, as a matter of fact, its efforts seem to be going in the other direction." For media, advertisers and agencies to go their separate and often diverse and conflicting ways in dealing with the government, Mr. Cawley implied, is a luxury which the advertising business can no longer afford. The business, he thinks, should have a spokesman located in Washington, and his idea is that it would be wonderful if we could find some function or agency of the federal government which would champion the cause of advertising.

"Other segments of American business are well represented in the federal government," Mr. Cawley said. "Not so advertising. Look over the long list of industry divisions in the Department of Commerce and you will find the advertising industry notably lacking. The Department of Commerce has sent no government representative to the Congress to champion the cause of the advertising business. . ."

All of this is no more than solid fact, as readers of ADVERTISING AGE know well. And it is especially true that no one would guess from recent actions that the Department of Commerce, which is supposed to represent business, has even the slightest interest in the well-being of advertising as a business instrument.

But Mr. Cawley is wrong in one respect, and his being wrong makes the attacks on advertising in Washington even less understandable than they might otherwise be. Advertising is represented in the government, in a manner which many other businesses envy. The Advertising Council, an advertising instrument, has direct access to the White House through a permanent coordinator who is a member of the White House staff.

Thus the government recognizes the power and the value of advertising, and is organized to take the greatest possible advantage of it in connection with all sorts of campaigns in the public interest, at the very same time that other branches of the government, including other branches of the executive department, either kick advertising around or let it be kicked around by others.

It may be too much to hope that one unified voice can speak for all the diverse elements in advertising in Washington, or even that the various units of the executive branch will march down the same road, but it is painfully obvious that as far as advertising is concerned, a lot of work is needed in Washington.

Kick Out the Kickbacks

No one in the advertising business can view the problem of kickbacks with equanimity. It is a dirty, nasty business to have representatives of buyers being paid off in any way by sellers, and no decent person can condone this kind of larceny.

Anyone who is not completely naive has always suspected that kickbacks existed, because the temptations for a seller to grease the ways by paying off a buyer are too great for everyone to resist, but in this particular respect it has been the broadcasting business—and

Advertising Age

Trade Mark Registered

THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. G. D. CRAIN JR., president and publisher. S. E. BERNSTEIN, O. L. BRUNS, J. C. GAFFORD, G. D. LEWIS, vice-presidents. C. B. GROOMES, treasurer.

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F. J. Fanning, editorial production. Elizabeth G. Carlson, librarian. Correspondents in all principal cities.

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25 cents a copy, \$3 a year, \$5 two years, \$6 three years in U. S., Canada and Pan America. Elsewhere \$4 a year extra. Four weeks' notice required for change of address. Myron A. Hartsfeld, circulation director.

Gladys the beautiful receptionist



—Edward Bozorth, St. Georges & Keyes Inc., New York.

"Joe? They fired him yesterday for keeping the penny that came with a direct mail piece."

the Hollywood influence—which have brought kickbacks and chiseling to their finest flower.

There seem to be innumerable ways to make a dishonest buck in many phases of this business, and equally countless ways to bilk the guy who ultimately pays the bills.

A good many people seem to be willing to shrug their shoulders over this, and accept it as part of the business and nothing that anyone can do anything about. But it is well to remember that there is a peculiar quality of trusteeship about the advertising business, inasmuch as so many buyers are spending some other company's money, and this makes it especially important that the money be spent efficiently and honestly.

Those Good Old Days

Marion Harper Jr., president of McCann-Erickson, told a Four A's meeting the other day that present day advertising measures up favorably with that of "the good old days."

"Leaf through magazines of 20 or even 10 years ago and then do the same with magazines of today," he said. "I think you will find that very few of the best of the earlier ads will measure up to the best now. In fact, look through anthologies of so-called 'greatest' ads, and see if you wouldn't want to improve them considerably if you had to run them today."

Mr. Harper is completely right. The great ads of today will measure up in every way against some of the great ads of yesteryear. And the average ad of today is head and shoulders above the average ad of 20 years ago.

In fact, that is precisely why it is so hard to put together an outstanding campaign these days. There is so much advertising, and so much of it is professional and competent in general character, that it takes an extraordinarily good ad or campaign to stand out from the crowd.

#

What They're Saying . . .

Council Campaign Report

I thought it might be interesting to you to learn the value of the free advertising space and time for the 13 years of the traffic safety campaign. Here is what has been contributed through advertising during the period of The Advertising Council's campaign:

Over 62,000 full pages of newspaper space.

A quarter of a million outdoor posters.

Nearly a million car cards, displayed in buses and street cars.

426 pages of consumer magazine advertising.

And 14 billion radio and television home impressions, a home impression being one message heard once in one home.

This is more than 3,000 times the circulation secured by a full season's run of the Ed Sullivan television show, a very popular pro-

gram.

If you had had to pay for all this advertising, it would have cost you something like \$130,000,000.

—Theodore S. Repplier, president, The Advertising Council, speaking at the annual banquet of the 40th National Safety Congress in Chicago.

Bread Without Butter

To be tossed and gored by a contributor is a good thing; individuality is the spice of life, and if you eliminate it by over-editing, you will produce a magazine that tastes like bread without butter. It always seemed to me a pity that Henry Mencken, the most independent of critics, should have obliged the contributors to *The American Mercury* to follow so closely his own pungent, unorthodox style. He imposed a glossary of his pet epitaphs on his writers, and the sameness was deadening.

—Edward A. Weeks, editor of *The Atlantic*, at the Fall Conference of the Magazine Publishers Assn.

Rough Proofs

An announcer on NBC's "Monitor" referred to the "Minneapolis Lakers professional football team."

This will come as a great surprise to the National Basketball Association.

Agency men differ as to whether tv commercials should be heavy on entertainment or sell, but nobody can object to the way Gillette provides both at the same time.

Rock Hudson is rated the No. 1 movie box-office draw, and now and then he's widening his audience by appearing in television commercials, too.

The classic ads of yesteryear weren't as good as the best of today, asserts Marion Harper Jr.

Of course the old ads are viewed through the hazy mists of nostalgia.

"Eager admen seen as likely heart victims," the headline says.

The fact that they eat, drink and smoke too much merely gilds the lily.

A. O. Smith, which makes automobile frames, is advertising to promote sales of the '59 models.

You qualify as a real oldtimer if you can remember 'way back when Timken Roller Bearing started this plan.

Fred Manchec, who plans to write a book defending admen from their traducers, needs a lot of help, because at present the cons among the writers greatly outnumber the pros.

Roy Barbier recalls that Henry Ford didn't believe in the value of advertising.

The nearest Henry ever came to endorsing advertising was appearing at a dinner meeting of the ANPA.

U.S. cigaret manufacturers, worrying over health problems, at least don't have to fight anti-smoking posters distributed by a government agency, as their counterparts in Great Britain do.

Orlando, located near Cape Canaveral, is described by the *Sentinel* as "Gateway to the Moon," but its facts and figures on the market and medium are calculated to bring advertisers quickly down to earth again.

A New Yorker longs publicly for "a fortunate spot where you don't have to stand in line for a ham-on-rye."

Try something less popular, like pheasant under glass.

"Have pen—will travel," says an agency copy man interested in a new connection.

His pen may have to be versatile enough to write up in the air, under water or over butter.

COPY CLUB

If you want to make a sale...



...there's nothing so powerful as an idea

Better Homes and Gardens makes **more sales** because it gives people **more buying ideas**

A good idea never has much trouble getting someone to try it. And BH&G is loaded with ideas for things to do or to make or to buy. The people who read Better Homes and Gardens (a monthly average of 15½ million men and women) really "live by the book." They discuss it, lend it, save it, clip it, act on it—and buy by it.

Whatever guides people to richer, happier family life concerns Better Homes and Gardens. From how to make a garden grow to what to do to make a teenage party tick. And these families

who dig in their gardens or entertain their friends are in the market for an endless variety of products. Hand lotions and sun glasses and home permanents as well as foods and beverages and garden equipment.

Product advertising is welcome and important in the climate Better Homes and Gardens creates. BH&G turns readers into spenders because nothing makes sales faster than ideas. *Meredith of Des Moines*

... America's biggest publisher of ideas for today's living and tomorrow's plans

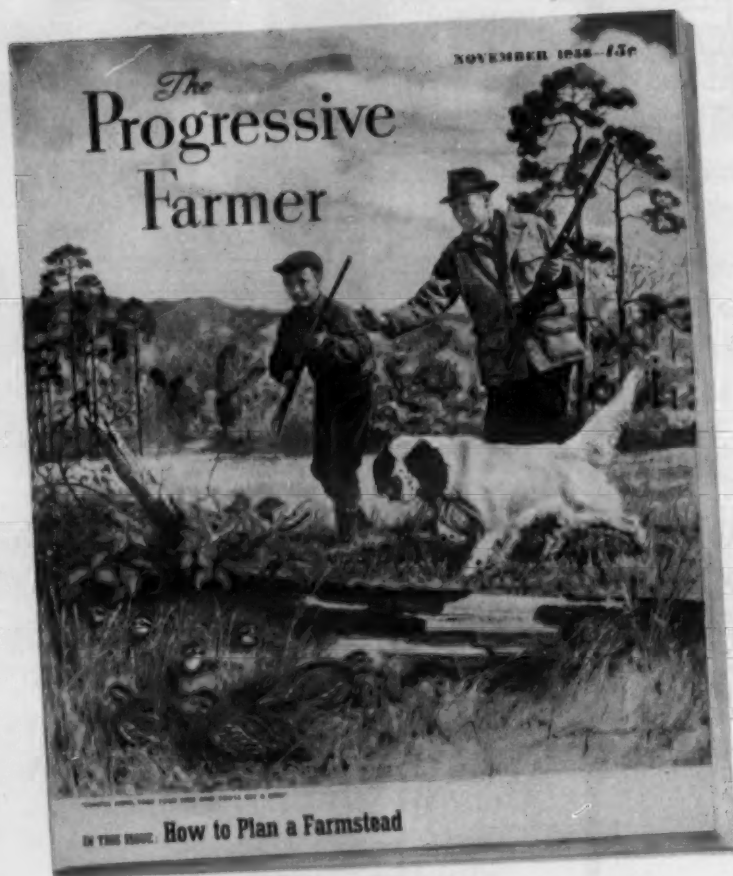
During the year 1/3 of America reads



...the family **idea** magazine

NOW OVER 4,500,000 COPIES MONTHLY

PFlexibility:



The BEST way to sell the rural South is through The Progressive Farmer!

- ★ The biggest, most influential farm magazine in the South . . . and the South is mostly rural! Over 51% rural—compared to 29% for the rest of the U. S.
- ★ FIRST in pages and lines of advertising among farm magazines . . . one of the leaders among ALL monthly magazines.
- ★ 4 to 1 choice of Southern retailers and wholesalers as the farm magazine with greatest advertising influence.

Over 1,383,000 subscriber families!
Five regional editions — use market
by market, or in ANY combination!

NOW—choose from a wide, wide selection of special space units in full color!

PFlexibility — a bright, new Progressive Farmer word that means *increased selling power* for your advertising in the prosperous rural South!

The Progressive Farmer gives you this new kind of advertising flexibility by providing the opportunity to choose the *exact* type of space unit your product needs. Thus, you are no longer restricted to the limits of conventional page space. Now you can make use of proven merchandising techniques . . . even devise new ones! With *one* creative effort, you can achieve maximum consumer impact *plus* invaluable merchandising at your trade outlets!

So, for your advertising aimed South, schedule The Progressive Farmer and take advantage of this *extra* selling power. *No other farm or consumer magazine* offers so wide a variety of special units!



Split Runs. Adding to the flexibility of copy changes within its five local editions, The Progressive Farmer now offers a true *numerical split run* in units of $\frac{1}{4}$ page or larger. Advertisements "A" and

"B" appear in alternate copies throughout the press run and are mailed to alternate names on the subscription list. Two advertisers are permitted to share a numerical split run.

The Progre

BIRMINGHAM

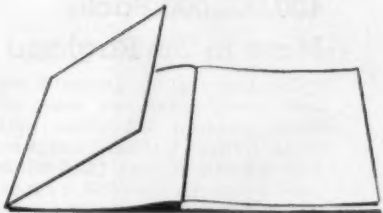
• RALEIGH

• MEMPHIS

the NEW DIMENSION in Progressive Farmer advertising

Pick the space unit that's best for your product!

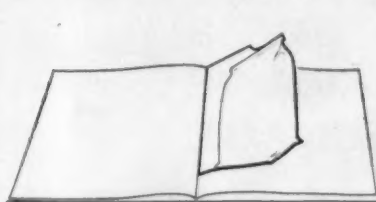
A few examples of special full-color space units.



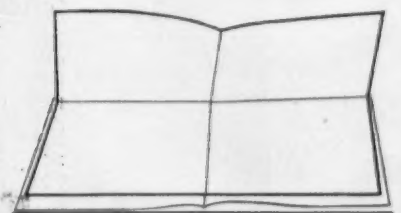
Hinged Covers. A unit of 3 pages in the form of a gatefold hinged to front or back cover.



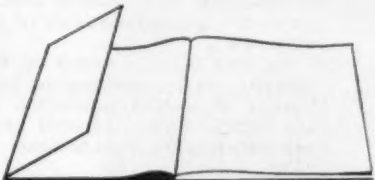
Dutch Doors. Horizontal half-page depth in multiples of 4 pages positioned at top of page. Available as a unit with center spread.



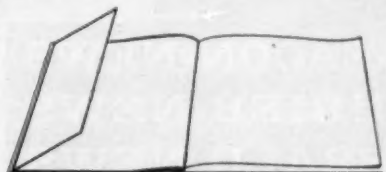
Die-cut Inserts. This offers a wide range of possibilities for product facsimile or special designs. Available as a 2-page single sheet, or in variations limited only by the advertiser's imagination. Accepted as preprints or produced by The Progressive Farmer.



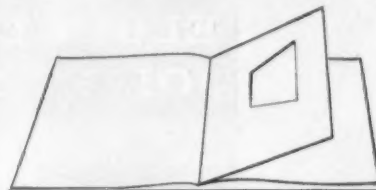
French Folds. Newspaper page or broadside of larger dimension, folded for tipping to gutter margin of body page. This unit is especially adapted for use as a preprint.



Fractional Page, Hinged Cover. A flap of two-column or three-column width, hinged to front or back cover as a unit with second or third cover.



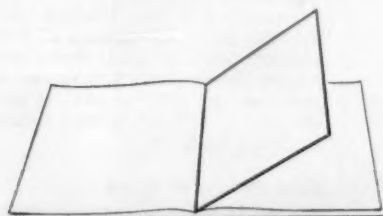
Single Gatefolds. Left or right hand full page, two-column or three-column flap.



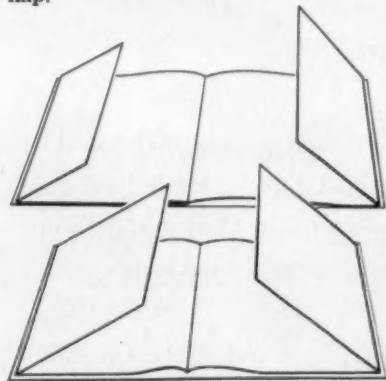
Die-cut Window. A 4-page unit with die-cut on left to spotlight a particular element on the facing page.



Multiple Page Booklets. Pre-gathered and stitched booklets of The Progressive Farmer trim size or smaller, handled as a tip-in for easy removal and use as an independent unit.



Single Sheet, 2-Page Insert. Available as a preprint on special stock of advertiser's choice, or produced by The Progressive Farmer on heavy insert stock. Bound in magazine by tip-in process. Well suited to perforation for return postcard or order form.



Double Gatefolds. Facing gatefold units of full pages, two columns, three columns or combinations of these.



Preprinted Inserts. Inserts of full-page or junior-page dimensions in multiples of 4 pages. A highly suitable unit for the center of the book, or tipped-in on a right-hand page in the first half of the book.

Geographic Split Run. Five separate editions, a long established service of The Progressive Farmer may be used in any desired combination, with changes of copy in each edition.

Contact your nearest
PF office for prices of
any of these novel
advertising spectaculars

Over 5,500,000 readers in the 16 Southern States!

Progressive Farmer

DALLAS

NEW YORK

CHICAGO

LOS ANGELES

SAN FRANCISCO

ABP Issues Revised Standards
Associated Business Publications, New York, has issued an updated and expanded version of its 70-page loose-leaf "Recommended Standards for Business

Paper Practices," first issued in 1952. It includes rate presentation; rate card format and terminology; contract acknowledgment; invoicing; publishing terminology; production forms; fractional page sizes, and similar material.

Matthews & Carpenter Formed
Tom Matthews, formerly a senior account executive of Public Relations Institute, and William M.

Carpenter, a vp of Community Club Services, 527 Madison Ave., New York, have formed a new agency, Matthews & Carpenter, as a subsidiary of Community Club Services.



REMINDER—A new pole display for Campbell Soup Co.'s V-8 juice has a full-color calendar page for each shopping day from Thanksgiving to Christmas. Each page reproduces a Saturday Evening Post holiday cover.

**We're Smoking
400,000,000 Packs
More in '58: Ragland**

CHICAGO, Nov. 4—Domestic cigaret consumption this year will reach a record 425 billion units (21.2 billion packs), compared with 409 billion units (20.8 billion packs) consumed in 1957, a cigaret industry spokesman prophesied last week.

Edward F. Ragland, Tobacco Institute vp, told the annual meeting of the Label Manufacturers National Assn. here that 1958 cigaret consumption will reach a record per capita consumption rate of 3,523 units.

He said his projections of the domestic cigaret consumption rate figures on a 1958 production of 457 billion units, compared with 442 billion units manufactured in 1957.

In longer range forecasts, Mr. Ragland said that anticipations are for domestic consumption of 435 billion units by 1960, 456 billion units by 1965, 494 billion by 1970 and 550 billion by 1975.

Assuming foreign markets continue to buy U.S. cigarets at their present pace, he said, these projected consumption figures can be increased by 10% to 15% to give the likely unit production figures by those dates. #

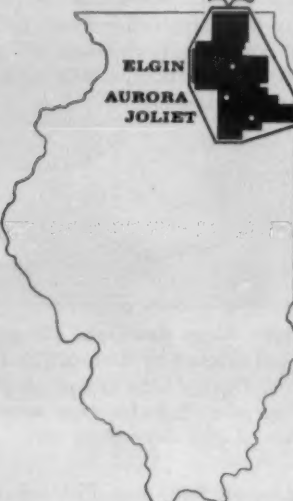
Film Producer Bows

Peachtree Production Associates, a business and tv film producer, has opened shop at 1182 W. Peachtree St., Atlanta. Principals of the new organization are Skip Thomas, an Atlanta film producer, president, and Phil Taylor, formerly production manager of WAGA-TV, Atlanta, secretary-treasurer. PPA says it intends to specialize in adapting the cost-saving techniques of tv film production to business film production.

**Want News?
Information?**

Call on Burrelle's for clippings from daily or weekly newspapers (on national, sectional or local basis) magazines, trade papers. All read in one reading room. Staff of 250. Our service is PROMPT . . . THOROUGH.

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone Barclay 7-5371
14 E. Jackson Blvd., Chicago 4, Ill. — WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46
Phone Oldfield 6-0304



In one economical package, the COPLEY Big 3 Newspapers offer you dominant coverage of Illinois' number-one market outside Chicago. Excluding Cook County (Chicago), the Greater Northern Illinois Market represents 14% of the total Illinois market and accounts for 15.32% of the state's total retail sales.

The COPLEY Big 3 Newspapers — in Aurora, Elgin, and Joliet — are the dominant media for more than three fourths of this market. And when you buy all 3 of the Big 3, you save 17%!

It figures: the COPLEY Northern Illinois Group gives you your most effective — and most economical — wrap-up of this multimillion-dollar market.

SEPARATE LINE RATES:
Aurora Beacon-News...19c
Elgin Courier-News17c
Joliet Herald-News20c
Total56c
Thrifty All-3 Rate.....46½c
BUY ALL 3 AND SAVE...9½c A LINE!

"The Ring of Truth"

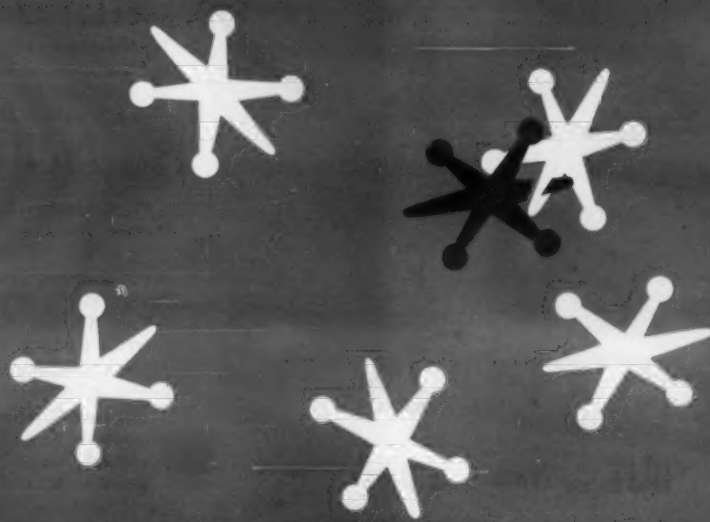
COPLEY NEWSPAPERS

15 "Hometown" Newspapers covering Northern Illinois — Springfield, Illinois — San Diego, California — and Greater Los Angeles . . . Served by the COPLEY Washington Bureau and the COPLEY News Service.
REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

Concentrates

The New Yorker reaches the responsive market for quality products and services. 80% of The New Yorker's U. S. circulation is in the top* 47 city trade areas where most business is done.

*The New Yorker sells quality in quantity.



THE
NEW YORKER

New York, Chicago, San Francisco, Los Angeles, Atlanta, London



your passport to a
**TOP TRAVEL
MARKET**

39.4% of all ELKS MAGAZINE households spend more than \$200 a year for vacation travel . . . a percentage exceeded by only 7 of the 55 magazines in the latest Starch Consumer Magazine Report.

23.9% of all Elks spend more than \$200 for business travel during the same period. In this category, only 5 publications exceed THE ELKS MAGAZINE.

A direct route to this top travel market is open to you through advertising in THE ELKS MAGAZINE.

THE ELKS MAGAZINE

More information? Write for your copy of our booklet, "The Elks Market"

NEW YORK 16
386 Fourth Avenue

CHICAGO 1
360 N. Michigan Avenue

LOS ANGELES 17
1709 W. 8th Street



YOU MAY NEVER MATCH SEWARD'S PURCHASE*

AMERICAN RESEARCH BUREAU
MARCH 1958 REPORT
GRAND RAPIDS-KALAMAZOO

TIME PERIODS	Number of Quarter Hours with Higher Ratings		
	WKZO-TV	Station B	Ties
MONDAY THRU FRIDAY			
7:30 a.m. to 5:00 p.m.	99	89	2
5:00 p.m. to midnight	92	47	1
SATURDAY			
8:30 a.m. to midnight	38	23	1
SUNDAY			
9:00 a.m. to midnight	43	17	
TOTALS	272	176	4

NOTE: The survey measurements are based on sampling in Grand Rapids and Kalamazoo and their surrounding areas. In ARB's opinion this sample includes 77% of the population of Kent County, and 67% of the population of Kalamazoo County.

**BUT... You Can Buy
Kalamazoo-Grand Rapids
At A Great Bargain!**

With WKZO-TV you can buy more territory and reach more people in Greater Western Michigan than are available from any other television station—600,000 TV homes in one of America's top-20 markets!

WKZO-TV telecasts from Channel 3 with 100,000 watts from a 1000' tower. It is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids.

Ask Avery-Knodel!

*William H. Seward bought Alaska from Russia in 1867 for \$7,200,000. Opponents of the purchase called it "Seward's Folly".



The Feltzer Stations

WKZO-TV — GRAND RAPIDS KALAMAZOO
WKZO RADIO — KALAMAZOO BATTLE CREEK
WJEF-TV — GRAND RAPIDS
WJEF-TV — GRAND RAPIDS KALAMAZOO
WJEF-TV — CADILLAC, MICHIGAN
WJEF-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

A baffled **Rosser Reeves**, board chairman of Ted Bates & Co., New York, is the recipient of a real live white duck from an anonymous donor who is obviously familiar with Bates' campaign themes and selling pitch. The message that went with the gift said the duck was "for the man who thinks for himself" (as with Viceroy cigarettes). It added that the duck's name was USP (possibly to be translated as Bates' own unique selling proposition). "USP can't quack as well as you can, but louder," the message added. It was signed "An Unknown Admirer." Mr. Reeves fed the webfoot a dish of Uncle Ben's rice (client plug) and arranged for it (re-christened Max) to join a bunch of quacks in a Katonah, N. Y., pond . . .

Eli Gordon of J. Walter Thompson Co., New York, will head the advertising executives' division drive for the Federation of Jewish Philanthropies. . .

Richard Powell, who is resigning as vp of information services of N. W. Ayer & Son to devote full time to writing, has a busy future ahead: His new comic novel, "Pioneer Go Home," on Scribner's spring list is already slated for Hollywood—it will be produced by Sam Jaffe, retired talent agent and studio exec. Mr. Powell's last book, "The Philadelphian," is being screened by Warners' . . .



Regalado de Celle Miller Fuller Vance Simpson Shutte

TROPHY TUSSLE—Frank Regalado team manager of McCann-Erickson, San Francisco, defends the beer keg trophy presented his club as '58 champs of the Northern California Advertising Softball League. Trying to get it away is Dick Shutte, Robert Eastman & Co., player with the Radio-TV Reps, who were nosed out by McCann in two play-off games. Others are Jack de Celle and Ralph Miller, BBDO, defending champions; Ken Fuller, Katz Agency; Don Vance, BBDO, and Del Simpson, Adam Young Inc.

W. J. Hearin Jr., vp and general manager of the Press Register, Mobile, Ala., has been named president of the Better Business Bureau of Mobile County . . .

Ed Shapiro, president of Ed Shapiro Advertising, Philadelphia, is recovering at his home after a long siege in the hospital . . .

Tom Brumm, account exec with Campbell-Mithun, Chicago, was married on Nov. 8 to Michelle O'Connor of Grand Forks, N. D. . .

Edward G. Gerbic, ad vp of Heublein Inc., has been elected to the board of trustees of the American Surety Co. . .

William H. Knudsen, vp of Smith, Hagel & Knudsen, New York, has been elected to the board of trustees of the New York Phoenix School of Design. He is a former faculty member of the school . . .

William K. Paynter, advertising and public relations director of the Connecticut General Life Insurance Co., Hartford, has been named vice-chairman of publicity for the Greater Hartford Community Chest campaign . . .

Autumnal nuptial news: Actress Lisa Daniels and **Roger H. Lewis**, national director of advertising, publicity and exploitation of the United Artists Corp., were married Oct. 19 in Upper Montclair, N. J. . . **Glory Ickes**, in the radio-tv department of J. M. Mathes Inc., was married Oct. 18 to Ralph Smith. . . Ella Anderson, daughter of **Harry V. Anderson**, editor and publisher of *Interior Design*, became the bride of Robin Carpenter Jones Oct. 11. . .

Tony Mammarella, producer of ABC-TV's "American Bandstand," is a father for the fifth time. A 7 lb. 4 oz. daughter, Palmina Agnes, was born Oct. 20. . . A third-time father is **Lawrence Johnson**, pr director of D'Arcy Advertising. His first daughter was born Oct. 24. . .

James A. "Jim" Ernst, staff artist with BBDO, New York, is having a one-man show of oil paintings Nov. 17-29 at the Charles Barzansky Galleries. Although this is his first show of oils, he's had four water color shows in New York, two in Paris, and one in Charlotte Amalie, St. Thomas, V. I. Through them all, he keeps getting confused in the press and elsewhere with another Ernst artist—no relation—a well-known abstractionist who signs his paintings Jimmy Ernst. "If Jimmy wins an award," says James A., "the papers carefully change his name to James, and people congratulate me." That's why he always laboriously signs his paintings James A. Ernst, even though he's always Jim elsewhere. . .

A February wedding is planned by **Barbara Scheckter**, in the ad department of *Reader's Digest*, and Sanford E. Berger, with the brokerage house of Merrill Lynch, Pierce, Fenner & Smith. . . Another wedding will be that of **Carole Sue Pitkin**, media buyer of Gore Smith Greenland, and **Harvey Chanler**, dealer aid manager of the Maidenform Co. . . The engagement of **Judith Ettl**, a tv production director with McCann-Erickson, New York, and William H. Hazen, with a New York law firm, has also been announced. . .

In a chain super market coupon promotion

which was advertised in a full page ad

in all three Washington, D. C. papers,

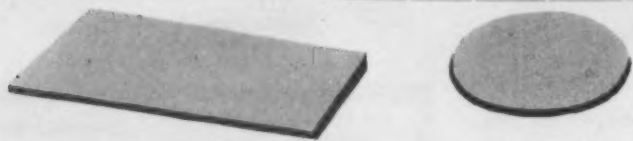
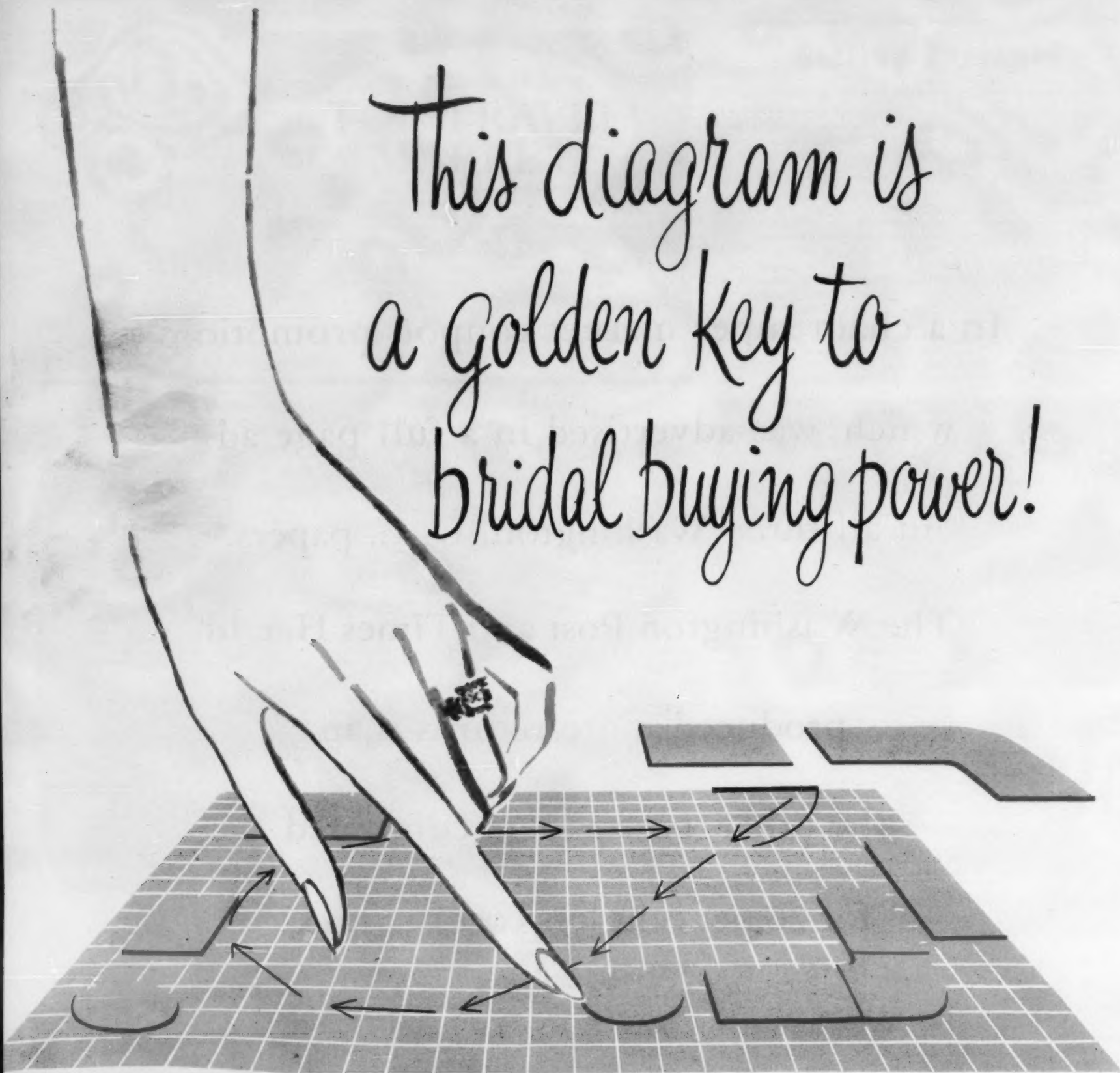
The Washington Post and Times Herald

produced more returns than

the other two papers combined

for 26 per cent less cost per line.

This diagram is
a golden key to
bridal buying power!



Can you guess what it is?

- a. Stage set for "Tea and Sympathy"
- b. Path of the perfect host
- c. "Paper dolls" for room arranging



Whether she's to be chatelaine of a mansion or queen of a walk-up, the bride will find room-planning easy and fun with the "paper doll" scale furniture feature in the winter issue of *Bride & Home*. This article is typical of the down-to-earth guidance *Bride & Home* gives to these bespoken young women—4,000 of whom are being married every day!

And quite understandably, these nervous young "4,000 a day" are eager for help toward the right decisions—*first-time decisions* which must be made within these few enchanted weeks. The great majority of them have never spent so much money . . . on so many things . . . in so short a time! Silver, furnishings, trousseau, tickets—they *must* be bought. Their problem isn't *what* to buy, but *which* to buy.

And consider this: over 300,000 of them are strongly influenced by what *you* tell them each quarter in *Bride & Home*.

Every Reader a Potential Customer

As is the case with all ten Hearst special interest Magazines, every reader of *Bride & Home* is a prospect, not just a "suspect". For all Hearst Magazines are edited for particular markets—with an intimate understanding of the interests of those markets, and the specific needs of the reader.

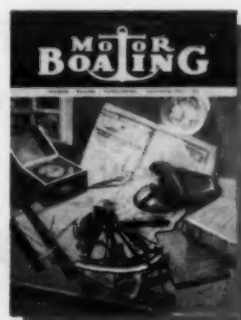
If you want to place your message where the interest is greatest — where advertising dollars automatically work hardest—remember: Hearst readers are already sold—only need to be told!

How This Editorial Concept Helps Advertisers:

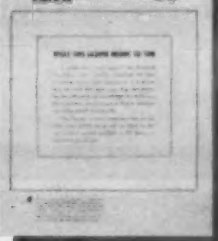
- Advertising reaches readers in the mood to buy
- Advertising is focused where interest is keenest
- Editorial and advertising content work in tandem
- Editorial integrity lends prestige to advertising
- Each magazine is the authority in its field
- Hearst readers are sold—only need to be told!

HEARST MAGAZINES

*10 keys to the special interests
of 10 groups of people*



American Druggist



TOWN & COUNTRY



Good Housekeeping



The average reader of BRIDE & HOME is engaged and will be married within three months, during which time she will spend \$3,522 on the most important event of her life.

Carnation to Push Instant Fudge in New 4-Media Drive

LOS ANGELES, Nov. 4—Carnation Co. will use magazines, Sunday supplements, farm magazines, radio and television to promote a "Can't fail—5 minute fudge," which features its evaporated milk and a number of high-profit related items, during the coming holiday season.

During November and December, full-color ads ranging from three-fifths pages to full pages will run in *American Home*, *Ebony*, *Everywoman's Family Circle*, *Good Housekeeping*, *Household Magazine*, *Life*, *Modern Romances*, *Parents' Magazine*, *Redbook*, *Seventeen*, *Sunset Magazine* and *Woman's Day*.

The same size ads will appear in *American Weekly*, *Family Weekly*, *Parade* and six independent Sunday supplements. Also on the schedule are *Farm Journal*, *Grit* and *Progressive Farmer*.

■ Television support will be Art Linkletter's "House Party" on CBS-TV, and syndicated shows in special markets. On radio, the Linkletter CBS show, "Carnation Milk Time" on the Keystone network, and regional programs will boost the fudge campaign.

In addition to Carnation's evaporated milk, the fudge recipe calls for Baker's chocolate chips and caramel chips, marshmallows, nuts, sprinkles and waxed paper.

Point-of-sale material includes an in-store display unit available from Carnation and General Foods representatives. This consists of a dump bin for chocolate chips and a full-color back piece featuring the fudge and Carnation evaporated milk. Also available from Carnation are recipe pads and shelf-talkers.

Erwin Wasey, Ruthrauff & Ryan, Los Angeles, is the agency. #

Evans to Aid 'IM'

Keith J. Evans, who retired Nov. 1 as marketing and public relations consultant of Joseph T. Ryerson & Son, Chicago (AA, Oct. 20), will become a consulting editor of *Industrial Marketing*, Chicago. He was founder and first president of the National Industrial Advertisers Assn.

Paul Masson Plans Added Push for 1958-59 Season

Paul Masson Vineyard plans an expanded campaign for the 1958-59 season. The company, which launched its first national advertising campaign early this year (AA, Feb. 24), has planned a schedule of b&w pages for champagne in *Bon Appetit*, *The New Yorker* and *Vogue*, using the theme "Tonight Could Be the Night." In addition, color pages are scheduled in *The New Yorker*.

The ads are based on 14th century illuminations with the b&w ads constituting the "month" series and the color ads the "season" series. Brandy ads, featuring Paul Masson, will run in *The New Yorker* and *Newsweek*. A new series of one-column ads will run in the national edition of the *Wall Street Journal*. Weiner & Gossage, San Francisco, is the agency.

Pfister Names Aubrey, Finlay

Pfister Associated Growers,

Aurora, Ill., producer of hybrid seed corn and sorghum, has appointed Aubrey, Finlay, Marley & Hodgson, Chicago, to handle its advertising, effective Jan. 1. L. W. Ramsey Co., Chicago, formerly placed radio, and W. H. Watson Advertising, Aurora, formerly placed space advertising.

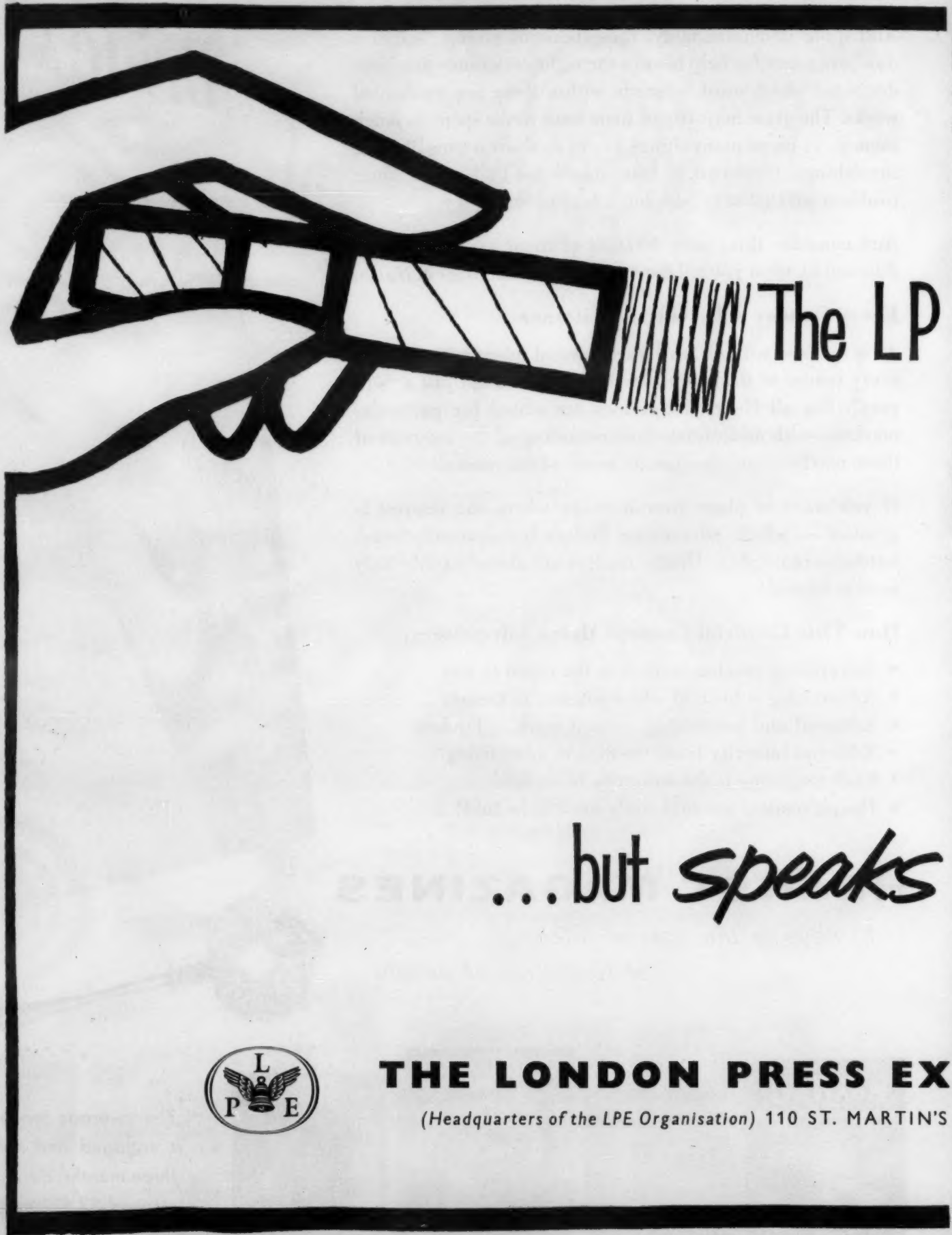
Truetone to Hayes-Wootters

Truetone Game Calls, Bellaire, Tex., has named Hayes-Wootters Advertising, Houston, to handle

advertising for its quail call and other game bird and animal calls soon to reach the market. A budget of \$23,500 has been set.

Time-O-Matic Names Wallace

Gene A. Wallace has been named manager of advertising and sales promotion of Time-O-Matic, Danville, Ill., manufacturer of industrial time control equipment. He formerly was a staff member of the bureau of business management at the University of Illinois.



The LP

... but *speaks*

THE LONDON PRESS EX
(Headquarters of the LPE Organisation) 110 ST. MARTIN'S



All-Around Useful...

New "HANDI-KUTTER"

Fills The Bill For A GUARD Prevents Blade Slipping

Low-Cost PREMIUM!
CLICK!—It's A Razor-Blade Knife—
CLICK!—Safe for Pocket or Purse!

The ideal tool for opening cartons, and all types of trimming and clipping jobs around the office, shop, home. Ample space for name or trademark imprint. Finished in anodized colors.

Free Sample
—and quantity price list upon request

KENWORTH MANUFACTURING CO.
12315 W. Lisbon Ave., Milwaukee 10, Wis.

Philadelphia Seeks TV Outlet for Education

WHYY, educational tv station in Philadelphia, has petitioned the Federal Communications Commission for use of Channel 12, formerly used by Storer Broadcasting Co. for its Wilmington, Del., station, WVUE. Storer had to dispose of WVUE because it purchased a Milwaukee station and has reached the ownership limit of five vhf stations.

Two weeks ago the Philadelphia

board of education said lack of funds might force it to discontinue its educational channel and purchase commercial time instead. The petition for Channel 12 is being done on a three-state basis, with groups from Pennsylvania, New Jersey and Delaware joining.

Campbell Soup Sales Rise

Sales of Campbell Soup Co., Camden, N. J., passed the half billion dollar mark for the first time.

Sales for the fiscal year ended Aug. 3, 1958, were \$501,385,653, an increase of 13.7% over the preceding year. Earnings were \$31,530,460, or \$2.95 per share, compared with \$29,949,148, or \$2.80 a share the year before.

Cooper Appoints Huber

Donald C. Huber has been appointed director of sales promotion and market research of Cooper Alloy Corp., Hillside, N.J., manufacturer of stainless steel castings,

valves and fittings and plastic pumps and valves. Mr. Huber was formerly associated with McCann-Erickson and with International Silver Co.

Detrex Names Howell, Young

Detrex Chemical Industries, Detroit, has named Howell & Young Advertising, Royal Oak, Mich., to handle its dry cleaning and swimming pool filter advertising. The agency previously handled Detrex industrial advertising. Gray & Kil-

gore, Detroit, is the previous agency of record for Detrex dry cleaning advertising.

Petersen Opens 2 Offices

Petersen Publishing Co., Los Angeles, has moved its West Coast advertising offices to enlarged quarters at 5959 Hollywood Blvd., Los Angeles, and has opened a new office in Cleveland. George Anderson, formerly of Petersen's Detroit office, will manage the new Cleveland operation, located at 834 Schofield Bldg.

'MD' Names Midwest Rep

MD Medical Newsmagazine has appointed James T. Duffy, 35 E. Wacker Drive, Chicago, as its midwestern representative. The monthly is published by MD Publications, New York.

Whittaker to Hege, Middleton

Otto Whittaker Jr., formerly vp of Houck Advertising, Roanoke, has joined Hege, Middleton & Neal, Greensboro, N.C., as a partner.

E thinks American...

- The L.P.E. (stands for The London Press Exchange) has proved to several large American businesses—Wrigley's, Johnson & Johnson (Gt. Britain) Ltd., Miles Laboratories Ltd. among others—that it is as much at home with the American way of thinking as it is with the British way of life.
- The L.P.E. is one of the two largest advertising concerns outside the United States.
- Over 30 years ago the L.P.E. started to give its clients agency service on the full American scale.
- But the L.P.E. has developed to a pattern that is unique in advertising and well-proven by experience—the pattern of a Headquarters with subsidiary specialist companies.
- If you sometimes wonder whether there might not be advantages in having a native British agency handling your advertising in Europe, come and see us or send your London representative to look us over. If you can't do either, ask us to mail you some printed information about ourselves.

native English



CHANGE LIMITED

LANE · LONDON WC2 · ENGLAND

Only the ROTARIAN

brings your sales message to this concentrated

"action audience"

Every copy reaches an active businessman who can make a decision to buy your product!

79% are active in business management!	
90% play an active part in company buying!	
84% are active homeowners!	
54% are in companies operating 1,265,217 trucks!	
82% are active travelers! (more than 12 trips a year)	
53% actively influence civic government buying!	

and... this "man-of-action" has an average income of \$14,429 to make him an active customer for insurance, travel, sporting goods and clothes.

THE ROTARIAN reaches 354,620 "men-of-action" at the low, low cost of only \$3.72 per thousand!

SEND FOR YOUR FREE COPY OF Market Facts, Inc., complete study of the ROTARIAN reader—the man who can buy your product—today!

The Rotarian

AN INTERNATIONAL PUBLICATION
1600 RIDGE AVE., EVANSTON, ILLINOIS

Maison Julien Syrup Bows

Maison Julien, New York, manufacturer of a line of soups and sauces, has introduced a chocolate syrup in a 59¢ 12-oz can with a six-week tv campaign starting in

the New York market Nov. 2 with IDs on WPIX, New York. Print advertising will consist of small-space ads in the *New York Daily News*. Roy S. Durstine Inc. is the agency.

Bozell & Jacobs Adds Two

Jerome S. Alch, formerly ad manager of Napco Industries Inc., Minneapolis, has joined the Minneapolis office of Bozell & Jacobs. Meanwhile, William Bent, formerly tv writer and account executive with R. Jack Scott Inc., Chicago, has joined Bozell & Jacobs' Chicago office.

Lavenson Names Two

Mira Berman, presently public relations and fashion director of Snellenburgs, a Philadelphia women's wear retailer, will become pr director of Lavenson Bureau of Advertising, Philadelphia, Dec. 1. She will succeed Stanley Isenberg, who has been named an account executive.

Richmond Dailies Offer Monthly Rebates for Volume

RICHMOND, VA., Nov. 4—Richmond Newspapers Inc., publisher of the *Times-Dispatch* and *News Leader*, has announced a new plan (AA, Nov. 3) which allows monthly volume discounts on national advertising. The plan becomes effective Jan. 1 and replaces a plan announced three weeks ago.

Following are the two phases of the new plan as disclosed to *ADVERTISING AGE* by Alan S. Donnanhoe, vp:

1. Monthly volume discounts will range from 3¢ to 14¢ a line. Dis-

counts will be figured on a minimum of 2,500 lines to a maximum of 50,000 lines. The discounts apply only to advertisers paying the combination rate (both newspapers) of 70¢ a line.

Discounts will be paid for the total corporate volume accumulated by a company in a single month. For example, for a company like General Motors, each GM division will receive discounts based on the total linage run by all GM units.

No contract is required, Mr. Donnanhoe said. The combination rate of the Richmond newspapers was raised from 65¢ to 70¢ Oct. 1, he said, but added that the rate boost was based on circulation gains and not the new discount plan.

2. The second phase of the plan is wholly optional and involves forecast bonuses. Any advertiser can submit forecasts for total linage to be run in any three-month period. If the forecast comes within 5% of the total linage run, the advertiser will receive a discount of 1¢ per line. The bonus scale is graduated to a minimum of 30% of the forecast with a half-cent discount. The bonus is paid on a minimum of 7,500 lines in any quarterly period.

■ "We are looking for the right formula to encourage more national advertising, and one which will give us an idea how much national advertising to expect in the future," Mr. Donnanhoe said. "I feel our plan will encourage better planning by advertisers and agencies."

Mr. Donnanhoe admitted that there would be a lot of work in figuring of discounts and bonuses under the new plan but added that the newspapers would do all the record keeping. He estimated that the newspapers would pay out more than \$200,000 in discounts and bonuses next year.

Richmond Newspapers last year developed its first plan favoring national advertisers when it offered volume rebates and frequency discounts (AA, July 8, '57). The plan became effective Oct. 1, 1957. This month, the Richmond newspapers mailed out rebate checks totaling \$74,629 to 105 general advertising accounts, which were earned under this initial plan.

Mr. Donnanhoe described the plan as "reasonably successful" but added that it was "too complicated."

■ Just two weeks ago, the newspapers announced a second plan for national advertisers but this plan has since been scrapped in favor of the monthly discount program. Under the second plan, advertisers would have received rebates for actual linage volume, and accuracy in forecasting that volume. #

KETV Equipped for Color

Station KETV, Omaha, was erroneously omitted from a list of television stations equipped with color facilities in the Oct. 27 issue of *ADVERTISING AGE*. KETV offers network color.

1000 IDEAS ONLY \$10

Successful ideas from successful companies on SALES, MERCHANDISING, ADVERTISING, PROMOTION!

Each month, for a year, you are sent sales-tested, profitable experiences... showing results produced... as reported in the nation's leading business and trade publications. Adapt them to your own profitable use. Worth many times the \$10 you send!

BRIEFED

400 Madison Ave., (Dept. A) N. Y. 17

**JUNIOR PANELS**

Get F-A-S-T Results AND FOR LESS MONEY!

Budget cutters can't hurt your outdoor advertising effectiveness when Junior Panels are on the job. Less than 5¢ per 1000 impressions. Call or Write:

JUNIOR PANEL OUTDOOR ADV. ASSOC.
8600 East 77th Street 130 Union Street
Kansas City, Missouri Springfield, Massachusetts

Great time at Telestudios! *The happy combination pictured below just finished three Kellogg commercials for "What's My Line?" in record time! And why not? Kellogg has the top selling talent and personality of Dennis James (left)... top agency-creative control of Leo Burnett Company in the person of agency producer Chuck Strother (center)... top production experience of TELESTUDIOS' head man, George Gould (right). And, oh yes, one other thing—VIDEOTAPE—at the industry's largest independent studios. It's the same kind of great time and custom service on which you can count when you produce your commercials... pilots or programs under the personal supervision of TELESTUDIOS' top management. Great results, too, because VIDEOTAPE at TELESTUDIOS means low cost, high quality productions that come across with all the vivid impact of live television itself. It's happening right now for key agencies such as Burnett, and their key clients such as Kellogg. Right now is a great time to make it happen for you with VIDEOTAPE at NTA's TELESTUDIOS, INC.*

1481 Broadway, New York, N. Y. Longacre 3-6333



What's the Score in Seattle ?



IN SEATTLE:

\$ **77**

**OUT OF
EVERY \$100
ARE SPENT BY
READERS OF**

THE SEATTLE TIMES

YOU'LL SCORE IN SEATTLE

...When you advertise in

THE SEATTLE TIMES

*...year after year
Seattle's leading
advertising medium*



The Seattle Times

Member of Consolidated Consumer Analysis Group

SEATTLE'S ACCEPTED NEWSPAPER

REPRESENTED BY O'MARA & ORMSBEE, INC

New York • Detroit • Chicago • Los Angeles • San Francisco

Member Metro Sunday Comics and Metro Rotogravure Groups

Keystone Adds 9 Affiliates

Keystone Broadcasting System has added nine affiliates, bringing the total to 1,047. The new affil-

lates are KTCS, Fort Smith, Ark.; KAHL, Auburn, Cal.; KXO, El Centro, Cal.; WSGR, Millen, Ga.; WOVE, Allegan, Mich.; WONA,

Winona, Miss.; KDSX, Sherman (Denison), Tex.; WWIS, Black River Falls, Wis., and WJMC, Rice Lake, Wis.

insert in the *Ladies' Home Journal* in December (AA, Sept. 8).

N.Y. AANR Issues List

The New York chapter of the American Assn. of Newspaper Representatives has published a list of 464 newspapers accepting H1-F1 color preprints, a process developed for daily newspapers by Young & Rubicam Inc. (AA, June 16). Copies are available on request to libraries and schools.

3 Ms Sets TV Spectacular

Minnesota Mining & Mfg. Co. plans a spectacular, "Peter and the Wolf," on ABC-TV Nov. 30 to boost its Christmas wrappings. The Christmas campaign will also include spot tv, a color ad in *American Weekly*, and a 16-page

EMPLOYERS REINSURANCE CORPORATION

13 W. Tefft, Kansas City, Mo.
New York, 107 William St.
Chicago, 175 W. Jackson
San Francisco, 100 Bush St.

Somebody may allege that it's Slander, Libel, Piracy of his stuff, Invasion of his Privacy, Violation of Copyright—accusing your Agency, Client or personnel. SO — have our unique Excess INSURANCE, to cushion the claim — effectively, inexpensively.

PRINTED BROADCAST TELECAST

15 Construction Books Hit in FTC Monopoly Charge

(Continued from Page 3)

"uses no methods that any reputable publication doesn't use" to obtain advertising.

"We are not able to secure any advertising from any advertiser unless he chooses to do so," he added.

In the complaint, FTC said ACP was organized and operated (1) to limit membership to one publication in any given area, (2) to allocate territories so as to exclude circulation overlap and (3) to secure patronage of advertisers for its members and divert it from competitive publications.

While there are 35 regional construction publications, the 15 which are members of ACP account for 90% of the advertising, the complaint said.

■ The association dates back to 1938, when it was formed as an unincorporated association by 12 of its present members, FTC reported. In 1957 it was chartered as a Michigan corporation.

"It performs functions commonly performed by trade associations and in addition sells advertising space on behalf of its members, employing one or more paid employes for that purpose," the complaint explained.

"Members pay dues, but most of the revenues expended by respondent are obtained from members by special assessment or collected in the form of enrolment fees. The present fee for enrolment as a member is \$5,000."

In addition to the association, the complaint cites four of its officers: Richard C. Mertz, president; Robert O. Schaefer, 1st vp; Roscoe Laing, vp, and Mr. Anderson.

■ Individual publishers and publishing company officers named in the complaint in addition to the association are:

Chapin Publishing Co. (Construction Bulletin); Construction Publishing Co. (Construction); Construction News Inc. (Construction News); Reports Corp. (Constructioneer); Construction Digest (Construction Digest); J. O. Bowen (Dixie Contractor); Contractor Publishing Co. (Michigan Contractor & Builder); Mid West Record (Mid West Contractor); R. O. Schaefer Inc. (Mississippi Valley Contractor); Construction Publishing Co. (New England Construction); Pacific Builder & Engineer (Pacific Builder & Engineer); Mountain Publishing Co. (Rocky Mountain Construction); Iles-Ayars Publishing Co. (Southwest Builder & Contractor); Peters Publishing Co. (Texas Contractor); and Western Builder Publishing Co. (Western Builder).

Under FTC procedures, a period of 30 days is automatically allowed for a reply. Meanwhile, hearings are tentatively scheduled for Jan. 13, 1959, in Detroit. #

Don Smith Joins McCutcheon

Don Smith, a former advertising manager of Wilson & Co. and for the past two years with Wesley Aves & Associates, Chicago, has joined Dale McCutcheon & Co., Chicago, magazine representative.

PRINTING BUYERS

FACTS—about roll-fed offset printing

- Paper in rolls costs less
 - Prints 4 times as fast
 - Prints 2 sides in one operation
 - Prints and folds on press
 - Two colors at single-color prices
- CATALOGS—CIRCULARS, etc.

DANNER PRESS, INC.

Akron, Ohio
Franklin 6-0175

"All I hear is WMGM"

WMGM'S audience really listens.

WMGM is now the third most popular radio station of twenty-two radio stations in the New York Metropolitan Area (Nielsen, July-Aug., 1958).

Yes, and on any basis of measurable sales results, too, WMGM produces action at the lowest cost of any radio station in the New York Metropolitan Area.

NOW AVAILABLE: NEW MERCHANDISING PLAN. DETAILS ON REQUEST.

wmgm
RADIO NEW YORK CITY

the liveliest station in town • 50,000 watts

The Metro-Goldwyn-Mayer Radio Station in New York • 1050 kc
400 Park Avenue Phone Murray Hill 9-1000

Represented Nationally by George P. Hollingbery Co.

**among all Chicago newspapers
ONLY The Chicago American
has had a consistent increase in
department store advertising
linage since 1953**

- * Largest gain in 1958**
- * Largest gain in 1957**
- * Largest gain since 1953**

**(over 50% greater than the only
other paper to show an increase)**

**Department store advertising must produce volume sales
to justify continued use of any medium. Advertising in
The Chicago American moves merchandise, and does it
economically. What more could an advertiser want?**

recognition of the SALES MAGIC that is — THE CHICAGO AMERICAN
CHICAGO OWNED • CHICAGO EDITED • CHICAGO DEDICATED

put the **Touch**

There's a new way to sell life insurance today . . .



**Some insurance
consoles you later.
Equitable's
Living Insurance
can be your
best friend now.**

Cold and wide though the world may seem, a friend can make it small and warm. In many ways, *Living Insurance* gives you this same feeling.

Equitable's kind of insurance brings with it the cheerful knowledge that you have something good to lean on, day by day — not alone in case of disaster. For *Living Insurance* fits your happiest plans, and guarantees the funds to fulfill them *from the start*.

Talk to the Man from Equitable about the things you want to have. College for your children. A substantial cash nest egg. A retirement income, perhaps. All these — and more — are certain with *Living Insurance* on your side. Because *Living Insurance* means *benefits for the living. Benefits for you while you live. If you die, benefits for those who live on after you.*

**Living Insurance
by Equitable**

The Equitable Life Assurance Society of the U. S.
203 Seventh Avenue, New York 1, N. Y.



EQUITABLE SELLS "LIVING INSURANCE" . . . the peace of mind and pleasures you can enjoy while you're alive. And from this new approach — a fresh sales strategy for Equitable, new and better sales tools for their men, more compulsive advertising.

There's a new way to sell life insurance, air transportation, cigarettes and many other things today. Now, too, a new way to sell your product to the Chemical Process Industries . . .

of Tomorrow in today's CPI selling!

With costs up clear across the board and slated to climb even higher in '58 — the "profit squeeze" is as punishing on you as it is your customers. That's why the old way of trying to sell "everybody" has priced itself out of business . . . especially in the high "net"-minded Chemical Process Industries. *A "new" sales approach is inevitable!*

As the CPI marketplace mushrooms — more plants and more people — the cost and confusion of going after every reputed "buyer" becomes prohibitive. But your own good sense insists that growth doesn't thin out buying power. Quite the contrary, it concentrates more authority into the most logical hands . . . *CPI-Management*.

More plants mean added profit responsibility for the men who authorized the expansion. More technicians and chemists — greater responsibility for their performance by the men who hired them. And *when you mention profits and performance*, you can only mean *CPI-Management* in all functions . . . from right at the top in *administration to production and plant operations, design and construction, research and development, sales and purchasing*.

And that, in turn, can only mean *CHEMICAL WEEK*, *management's own magazine*. Here is the new way to move your product faster . . . the "class" approach, the low-cost, high-volume way to sell a compacted audience of "somebodies." And it's the kind of publication you'll like as much as they do — a business newsweekly, crisp, timely, on its toes. It puts *THE TOUCH OF TOMORROW* in your own CPI selling — keeps you ahead of *today's* market.

Chemical Week

To
sell
CPI-Management
in
all
functions

A McGraw-Hill Publication
McGraw-Hill Building
New York 36, N. Y.
(ABC-ABP)

Auto Sales to Top 6,000,000, Says Prof. Brems

(Continued from Page 3)
level attained in the first half of 1958, he said. In terms of his overall forecast, this means that sales of small domestic and foreign makes could exceed 630,000 units next year.

Mr. Brems' estimate, based on mathematical models of automotive demand since 1949, is well above the 5,500,000 total sales figure widely quoted by auto industry officials. It compares with estimated sales of about 4,500,000 units this year.

■ Economic recovery will continue into 1959, but there are no signs of another boom in consumer buying like 1955, George Katona, professor at the University of Michigan, told the conference.

While national income is higher today than a year ago, Mr. Katona noted, a different picture emerges if the increase in prices and in population is taken into account. Also, the advance in consumer income has not kept pace with long-term gains which result from increased productivity, he said.

The University of Michigan psychologist pointed out three factors contributing to a relatively favorable outlook for car sales:

1. Consumer debt is less burdensome now—many families have paid off the installments on their present cars.

2. The proportion of families owning a relatively new car—say, a model less than three years old

—is smaller now than at any time since 1956.

3. Consumer attitudes toward prices have improved—more people believe it's a good time to buy because they do not think automobile prices are rising.

■ Two economists predicted that corporate profits will be up sharply and food prices will drop slightly during 1959.

Edmund A. Mennis, research director for the Wellington Co.,

Philadelphia, and Willard D. Arant, economist for Swift & Co., Chicago, made the predictions.

Mr. Mennis based his forecast on a survey of profit prospects for 110 large companies. These showed an estimated profit gain of 25% for 1959 over 1958. #

Cohen Sues 'Post'

Mickey Cohen, subject of a series of articles in *The Saturday Evening Post*, has filed a \$1,000,000 libel suit against Curtis Pub-

lishing Co., Philadelphia, and freelance writer Dean Jennings, charging that the articles, in the September and October issues of the *Post*, titled "Mickey Cohen: The Private Life of a Hood," were intended to defame him and prevent him from establishing a reputation as a law-abiding citizen. The suit was filed in Philadelphia.

Arensman to William Kostka

Charles F. Arensman Jr., formerly an account executive and

media marketing director of Parker Advertising Co., Dayton, has joined William Kostka & Associates, Denver, as an account executive.

Carlson Joins Fletcher

Roger K. Carlson has been named copy director of Fletcher, Wessel & Enright, St. Joseph, Mo. He previously was copy head of French & Shields, St. Louis, and Hathaway & Associates, Evansville, Ind.

New on the Strength in Delaware



Sindlinger & Company—-independent analysts of people's actions and reactions to products and media—interviewed 12,688 Delaware Valleyans in the course of continuing surveys used by leading manufacturers, advertising agencies and media. Among questions asked were several relating to newspaper reading habits here. The *Inquirer* asked that the raw data, still unprocessed, be tabulated from the Sindlinger files. The facts below were uncovered from the year-long study completed on March 31, 1958.

On an average weekday in Delaware Valley:

Daily *Inquirer* delivers

1,352,000 total adult readers
720,000 adult male readers
632,000 adult female readers

Daily *Bulletin* delivers

1,358,000 total adult readers
661,000 adult male readers
697,000 adult female readers

On the same average weekday in *suburban* Delaware Valley:

Daily *Inquirer* delivers

680,000 total adult readers
350,000 adult male readers
330,000 adult female readers

Daily *Bulletin* delivers

506,000 total adult readers
244,000 adult male readers
262,000 adult female readers

**ROP
COLOR
POWER!**

700,000
ENTRY BLANKS
FROM ONE
LOCAL AD!*

*It happened in Paducah, Kentucky, for a contest run by the Midwest Milk Dairy Products Company.

R. HOE & CO., INC.

910 East 138th Street
New York 54, N. Y.

Sales Offices: New York • Boston
Chicago • Dallas • Miami
San Francisco

Put Products Where the Consumer Is, Fatt Tells Photographic Suppliers

(Continued from Page 2)
so forth. He's even making a show of protecting them on fair trade. He's giving them promotional aid, stimulating them to go after business, making the dealer feel that he's just as anxious to help him

sell as he is to sell to him," he said.
■ He said the fourth challenge is one which will confront the manufacturers in the future.
"You've heard speakers at your previous meetings describe the tre-

mendous opportunities opened for you by the burgeoning leisure market. But this same leisure market also presents opportunities for boat builders, makers of outboard motors, new automatic fishing reels, self-propelled golf carts, power mowers, outdoor grills with power rotisseries. And heaven knows what new inventions our ingenuity will provide to capture the public's interest, attention and dollars," he said.
"Already the fascination of fool-

ing around with rockets is engrossing thousands of kids who should be on their way to becoming camera fans. What assurance have you that new interests yet unvented will not cut into your share of the consumer dollar and perhaps make photography a waning instead of a growing activity?" he asked.
"My point is that now, while your stars are in the ascendant, now is the time to prepare for any challenge even if you are not face to face with it," he told the manu-

facturers.
Mr. Fatt suggested the group set up a promotional group to represent every segment of the industry from retailer to the trade publications to push picture taking. #

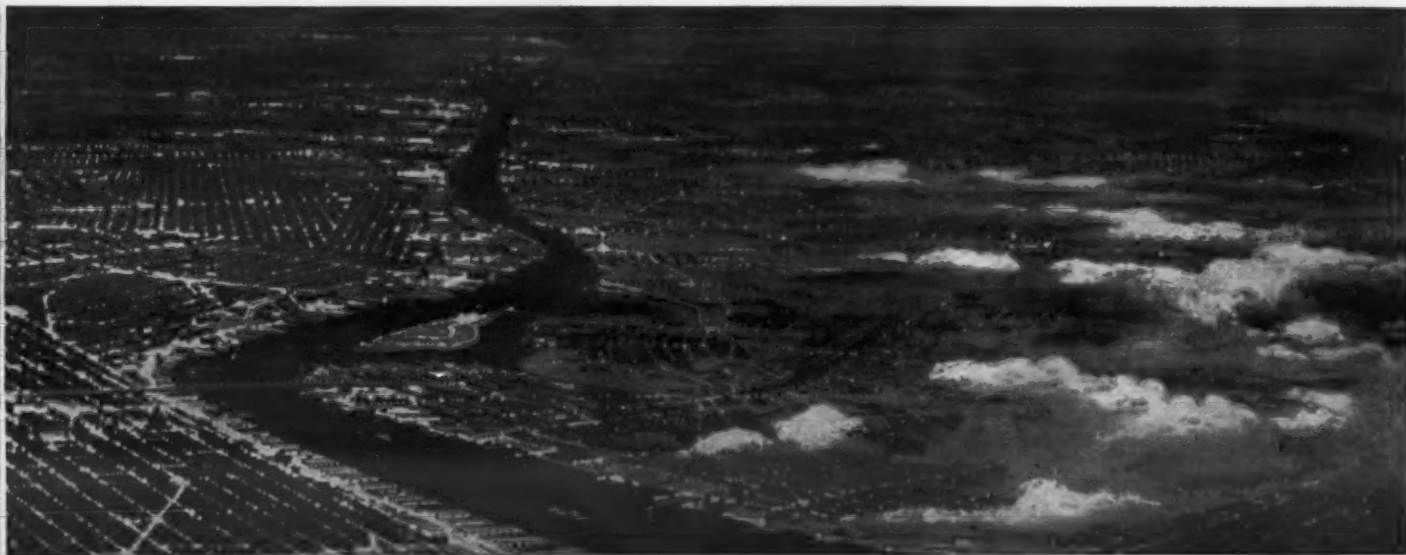
Johnson & Johnson Names James Burke Ad VP

James E. Burke has been named vp, merchandising and advertising, of Johnson & Johnson, New Brunswick, N. J. Mr. Burke has been director of the merchandising and advertising department since July, 1957. He joined J&J in 1953 as a product director.

O'Connor Leaves Bates

Frank O'Connor, assistant vp in charge of new program development, has resigned from Ted Bates & Co., New York, after 12 years with the agency. No replacement has been named for Mr. O'Connor, whose resignation is effective Nov. 15. He plans to return to tv production.

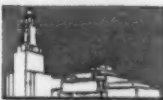
Light of Newspapers Valley, U.S.A.



In Delaware Valley suburbs, The Inquirer covers 62.8% of adults who read a major Philadelphia daily (Bulletin: 46.7%). In the suburbs, 578,000 adults read The Inquirer exclusively—they do not read the Bulletin. (Bulletin exclusively: 404,000). The suburbs account for 57% of the market's total retail sales! Beyond Philadelphia's city limits, people make more, spend more . . . and read The Inquirer more. Doesn't it make sense to start with the newspaper whose un-duplicated readers live in the richest part of the market? Then your first choice in Delaware Valley must always be . . . The Inquirer.

For all the facts, all the figures, send for the extract of "Philadelphia Newspaper Analysis" by Sindlinger & Company, Inc.

The Philadelphia Inquirer



Good Mornings begin with The INQUIRER for 1,352,000 adult daily readers

NEW YORK
ROBERT T. DEVLIN, JR.
342 Madison Ave.
Murray Hill 2-5838

CHICAGO
EDWARD J. LYNCH
20 N. Wacker Drive
Andover 3-6270

DETROIT
RICHARD I. KRUG
Penobscot Bldg.
Woodward 5-7260

SAN FRANCISCO
FITZPATRICK ASSOCIATES
155 Montgomery St.
Garfield 1-7946

LOS ANGELES
FITZPATRICK ASSOCIATES
3400 Wilshire Boulevard
Dunkirk 5-3557



One of the things
"G" learned as a Grad
Was how to select
The best to be had.

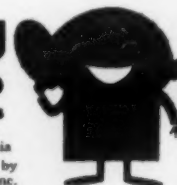
In Los Angeles, as anywhere else, a reflection of maturity is the ability to discriminate. That's one of the reasons KHJ audiences are so selective.

When the mature turn to radio, they turn to KHJ. In fact, for 36 years KHJ has been the station for those who have come of age; those who demand stimulating, varied programming.

With variegated programs, KHJ reaches and sells the specific audiences you must reach to sell effectively in burgeoning Greater Los Angeles.

So, never underestimate the variety of tastes of the mature in America's 2nd market. Here is a medium programmed to satisfy them all.

KHJ
RADIO
LOS ANGELES
1313 North Vine Street
Hollywood 28, California
Represented nationally by
H-R Representatives, Inc.



You, too, can get effective merchandising help in Muncie

George Myers, local representative for Procter and Gamble, has been calling on THE MUNCIE STAR and MUNCIE EVENING PRESS for quite a few years. His picture has appeared here before, and he still says, "The Muncie Newspapers always can be counted on for a bang-up merchandising job". Why don't you use Eastern Indiana's great newspapers?



The MUNCIE STAR • MUNCIE EVENING PRESS

MUNCIE, INDIANA

National Representatives: Kelly-Smith Company

F&S&R Gets White Account; 4 Agencies Were Finalists

White Motor Co., Cleveland, has appointed Fuller & Smith & Ross, Cleveland, to handle advertising for its truck and autocar division. Four agencies made presentations for the account, resigned recently by D'Arcy Advertising Co. because of a conflict with Studebaker-Packard. The account reportedly bills about \$160,000. F&S&R said the White account team will be headed by John Manuel, vp, and Bill Dunlea, account executive.

The other three finalists, ADVERTISING AGE learned, were Griswold-Eshleman Co. and Meldrum & Fewsmith, Cleveland, and Ketchum, MacLeod & Grove, Pittsburgh.

Peavey & Co. Shifts Three

The V-10 bread division of F. H. Peavey & Co., Minneapolis, has

named three marketing executives to new posts. Harry R. Ward Jr., formerly West Coast V-10 sales development director, has been named vp and general manager of the V-10 division; Robert L. Mullen, formerly V-10 ad manager, has been named assistant secretary and V-10 ad director, and John Pierson, formerly merchandising manager of Peavey Feed Mills, has been appointed V-10 division marketing director. Peavey is planning to introduce V-10 in the Chicago, Boston and Florida markets soon.

Leach Named Trade Assn. Head

O. G. Leach, manager of member field and promotion services of the National Automatic Merchandising Assn., Chicago, will join the National Paper Trade Assn., New York, on Nov. 17. He will become executive director early in 1959.

Food Shoppers Heed Ads More, Burgoyne Finds

Awareness of Food Ads in Dailies, TV, Radio Increases, Study Shows

CINCINNATI, Nov. 4—Consumer interest in food store advertising is increasing, according to the "5th Annual Continuing Report" on supermarket shoppers' buying habits and attitudes by Burgoyne Grocery & Drug Index.

Findings in the survey are based on interviews with 1,725 supermarket shoppers in Cincinnati, Columbus, Milwaukee, Albany and Wichita.

On a question about advertising, Burgoyne found that in 1958 62.5% of the shoppers read newspaper food store advertising, compared to 58.9% in 1957. 31.3% see tv food store advertising; 30.8% did so in 1957. And 17.6% hear food store advertising on the radio; 13% did so the year before.

■ Interest in low prices as the major criterion in selecting a supermarket, however, has decreased. It was the No. 1 reason for only 14.1% of the customers, compared to 18.4% in 1957—and was down from second to third place among selection factors.

Convenience of location remains the most important criterion with 22% of the shoppers, up from the 19.7% in 1957. The second factor is quality and freshness of meats, which was of first importance to 15% of the shoppers—down from 17.3% in 1957.

Acceptance of supermarkets' selling non-food merchandise is greater in 1958, Burgoyne finds. 38% would like more such merchandise advertised and promoted, compared to 25% in 1957. 58% voted "no" in 1958, compared to 70% in 1957. 4% in 1958, 5% in 1957, had no opinion.

Other findings include attitudes toward trading stamps and check cashing in supermarkets, self-service meats, the use of shopping lists and brand substitution.

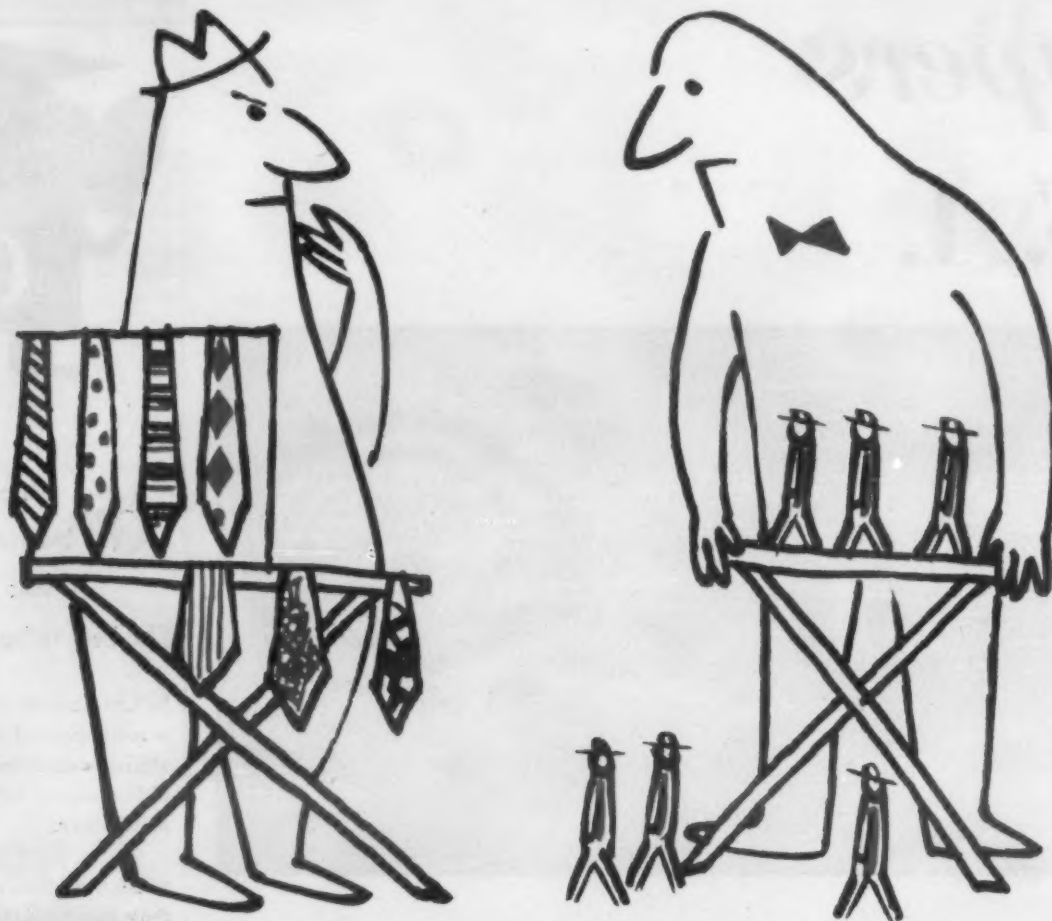
Copies of the study are available for \$1 from Burgoyne Grocery & Drug Index, First National Bank Bldg., Cincinnati 2. #

'Arkansas Grocer' Bows

Arkansas Grocer, a quarterly devoted to the food trade in the state, will be published by the Arkansas Grocer Publishing Co., Pine Bluff, beginning in mid-January, 1959. Circulation to stores, brokers, wholesalers and manufacturers is estimated at 3,000. James H. Faulkner, formerly on the publicity staff of the University of Arkansas, has been named editor of the magazine.

Pennzoil Names Eisaman-Johns

Pennzoil Co., Los Angeles, has named Eisaman-Johns, Los Angeles, as its agency, effective Jan. 1. Killingsworth-Moreland, Los Angeles, is the former agency.



Even Two's A Crowd

(OR WHY DOESN'T WJR DOUBLE SPOT?)

Any good salesman knows that one spot is too small for two selling operations. They get in each other's way and create more distraction than sales.

The same goes for commercial announcements. An announcement loses much of its appeal when it's packaged with another commercial or sandwiched between a pair of them. This practice of double and triple spotting may produce more immediate income for a radio station . . . but considerably less impact for the advertiser.

WJR does *not* double spot or triple spot. On WJR

every advertising message stands alone, thereby gaining far more attention, stature and listener response. This way an advertiser gets a fair shake for his advertising dollar.

What's more, WJR's programming is specially tailored for adults, the people who have the money to buy what your client has to sell.

Sound interesting? See your Henry I. Christal representative and get all the facts on WJR, the No. 1 station in the fifth richest market in America.

WJR DETROIT

760 KC 50,000 WATTS CBS

RADIO WITH ADULT APPEAL

teach and motivate people

Audiences pay undivided attention — you get action from the people you want to reach. How? Motion pictures or lowcost slidefilms. Suggestion: select a professional producer.



Atlas Film Corporation

OAK PARK, ILL.

CHICAGO PHONE: AUstin 7-8620
Washington Chicago Hollywood



**The new generation
means Business today...**

Take shoes and "soft goods." Young men have transformed styles and fads into retail records as never before. Slim slacks. Buckle in the back. Moccasins. Ivy League. Buttondown shirts. Ripple soles. Repp ties. And so on and so forth. Time was when whatever mother bought was good enough for them, or if it wasn't, it would have to be. But that's as passé as plus fours. Today's new generation of boys buy what they want because they have the money and the inclination. And when you consider that they outnumber and have already outgrown all other population groups and will continue to do so in the next ten years, advertising to them makes sense. BOYS' LIFE, the most influential youth magazine published, has at least 60% more net paid circulation than any other single youth publication.



1,800,000 NET PAID pub. est.

*The Magazine That Reaches The NEW GENERATION.
Published By The Boy Scouts of America.*

TIME presents the SUPERBIANS

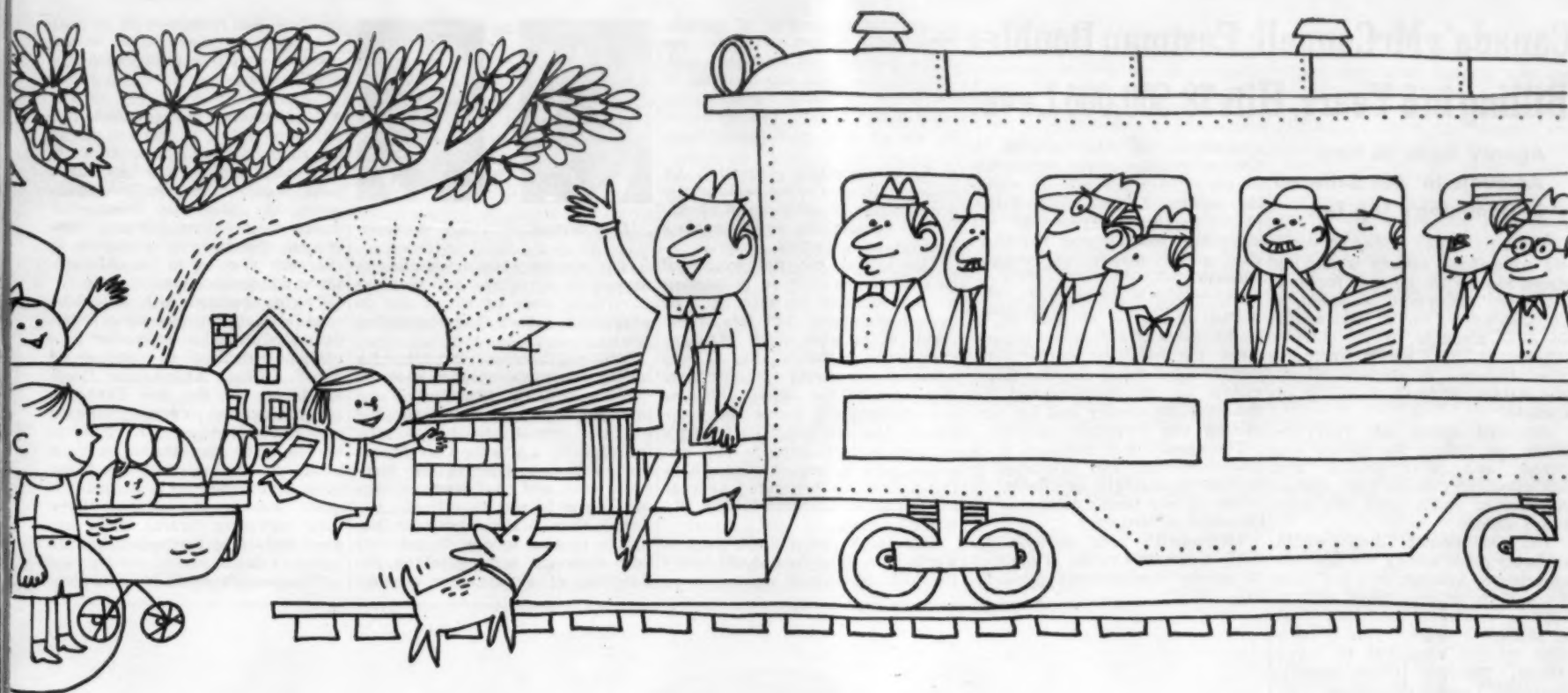


a national market

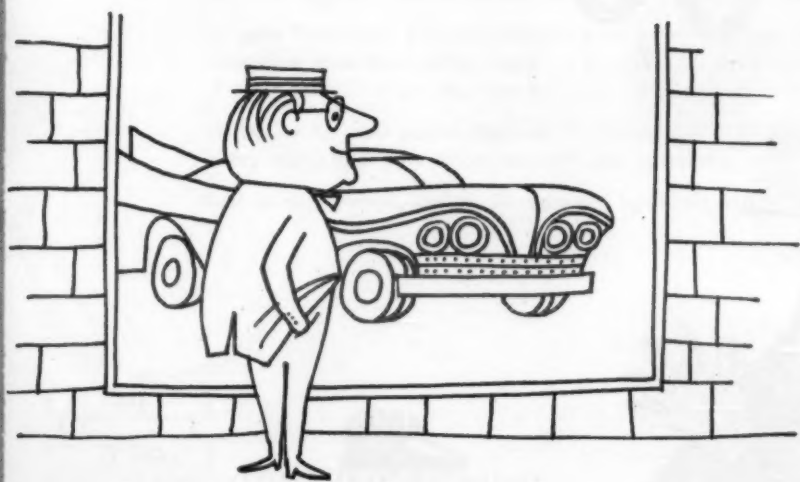


SuPerbians are recognizable even more by the way they think and act than by their geographic location.

For the SuPerbians are the people who do things and buy things because they want to, and because they have the means to. You'll find them concentrated in SuPerbia—the desirable suburbs, boroughs, streets and zones in and around the world's busiest cities.



of trend makers and good customers



Also concentrated in SuPerbia is the circulation of TIME. And small wonder. For TIME appeals to the alert, the worldly, the kind of people who are habitually on their toes—to SuPerbians who are willing and eager to try things, and to buy things.

For these reasons, TIME delivers a special good-customer audience made up of top executive and professional families the world over.



TIME—*To reach executive and professional families*

Canada's McConnell, Eastman Doubles Billing in 6 Years, Hits \$8,500,000 Level

Agency Adds 36 New Accounts in '58; Believed in Dominion's Top Ten

TORONTO, Nov. 5—A 53-year-old advertising agency is moving ahead rapidly in the race for new business. McConnell, Eastman & Co. Ltd. has so far in 1958 added 36 new accounts to its already impressive list, which includes nine divisions of General Foods and Libby, McNeill & Libby of Canada.

Accounts added this year include the Harold R. Ritchie Co. (drugs and toilet goods), and McCulloch of Canada Ltd., manufacturer of chain saws and outboard motors.

The McConnell shop would probably place among the first ten agencies in volume. It more than doubled its billings from 1952 to 1957 to reach an estimated total of \$8,500,000 yearly. This is handled by 163 employes in seven offices: Toronto (headquarters), Montreal, London, Winnipeg, Calgary, Vancouver and Edmonton.

■ The business is well diversified with a tendency to concentrate in the highly competitive packaged-goods field. There are, however, supporting wings of industrial and financial billings.

The company's growth has been largely from within since it bowed in 1905 in the wholesale-manufacturing center of London, Ont. It subsequently transferred operational headquarters to Toronto as the city grew in financial and manufacturing stature.

Only once in the past quarter century has the agency failed to achieve an increase in billings. And it has finished in the red only two years in its history.

■ A substantial share of billings is for subsidiaries of U.S. corporations. McConnell's handling of this business reflects the special knowledge of problems of Canadian markets vested in this country's agencies. McConnell maintains a French department, the skipper of which periodically visits Toronto headquarters to check the effectiveness of the prescription.

The shop's volume is matched by the stability of accounts. The list includes no individual accounts of the magnitude of the top automotive advertisers, although the agency had the Ford business for a while in the '20s. But it has had a half-Nelson on some of its clients for more than 50 years.

The golden jubilarians include Red Rose Tea ("Red Rose tea is good tea"), for which McConnell has written space orders since its

appearance on the shelves of London grocery stores. Other accounts of 50 years or more standing include London Life Assurance (a big leaguer in the insurance world) and Penman's (knit-goods maker of western Ontario).

■ The agency is unusual in its maintenance of a financial department for handling public companies' advertising for the information of shareholders and the financial community and for promoting the corporate identity.

The operation is admitted to be smooth-meshed and presumed to be correspondingly profitable. It is one of four family companies in Canadian advertising.

McConnell's solid position reflects a certain amount of mastery of agency management problems

in the postwar period of growth. President J. E. McConnell Jr., son of the founder and first president, believes the most direct route to the profit column is through people. He says he pays the top dollar to attract the most able help.

■ As a secondary objective he believes in producing within the organization an optimum of client-service components and in cutting controllable expenses.

The agency has not expanded its staff numerically in proportion to the increase in billings. The agency maintains that this is the result of an able staff. Management believes that quality of help outweighs quantity. It estimates that salaries for some divisions are substantially above the average for the industry. The agency's account-contact people, for example, pick up pay envelopes 53% fatter than the estimated average for Canadian agencies billing \$6,000,000 and up.

"We think one \$10,000 man is worth more than two \$5,000 men," President McConnell says.



J. M. Eastman



J. E. McConnell

justifies. But it refuses to pick up the tab for fancy props or for services which account executives are not using.

■ Its Toronto office looks like anything but a tv version of an ad shop. Stepping into it from University Ave. is like entering a bank or public library. The atmosphere is quiet but purposeful. There are no overtones of a caste system. Everyone is accessible to everyone else, as in an old-fashioned wholesale house.

The comparison with a bank is especially appropriate since President McConnell is a director of a company dealing in commercial paper—Union Acceptance Corp. He is one of the few Canadian advertising men to grace the board of a public company, a tribute to his capacity for dealing with a maze of figures and assessing their significance. It is doubtful if many industrial presidents have their operating figures taped any more fully than McConnell has his agency's statistics.

This doesn't mean the company



THIS IS

IN
OUT

MEL
HARRIS

● GET THE MOST out of all aspects of your new contest. Engage experienced management to plan and direct your

Advertising, Promotion, Publicity, Judging and Prize Presentations

23 years handling all phases of the nation's oldest, best-known and most successful annual competition, sales and similar contests

WINES & DEWITT Advertising, Inc. 746 New Center Building Detroit 2, Mich.

This is another in our series about successful people in advertising. Peters, Griffin, Woodward, Inc., Spot Television

has a stop watch on its hired hands. But through knowing its costs, it has a clear idea of the relationship of an employee's salary to the profit implications of the particular work he's doing.

■ The operation is departmentalized but very flexible. If a man obtains an account and is qualified to handle it, he does so. Otherwise, it is allotted to an appropriate executive. Work is handled on a group basis.

Distribution of billings over the various media is in line with the industry average. The shop places slightly above the average in newspapers, tv and radio; slightly less in magazines.

Service charges are increasing in the agency's various offices, and must continue to increase, Mr. McConnell said. Accounts in some areas are too small to be economic for an agency to handle without a cover charge.

■ Mr. McConnell is 45 years of age and has been around the shop long enough to have grasped the

essentials of profitable agency operation. He started to work in the London office during summer holidays when he was only 13. He made advertising a fulltime job after graduating in commerce and finance from the University of Western Ontario in 1936. He served in the army in World War II.

The company seldom publicizes its operation or sends out press releases about itself. It places considerable emphasis on the creative side, which is the direct responsibility of vp John Eastman.

■ Mr. Eastman is a marketing man and a son of Morgan Eastman, who sold his Vancouver agency to McConnell and joined it back in the '20s.

In Morgan Eastman's day, the equivalent of a modern marketing man was known as a merchandiser. Morgan Eastman was a top merchandiser.

Eager to emulate his father, the son enrolled in marketing at the University of Washington in Seattle when this was the only institution in the U.S. offering a

course in marketing. He studied under Dr. Baird of Sears, Roebuck fame, and on graduating put in a year as an instructor in marketing at the university.

Mr. Eastman returned to Canada in 1934 to work under his father in McConnell's Montreal office for \$90 a month, the alternative to taking a \$275 a month job he was offered with a leading U.S. retail organization. He moved to the Toronto office in 1937 and has been with McConnell ever since.

■ Like Mr. McConnell, Mr. Eastman is a stickler for facts and his acquisition and interpretation of them are a major base of the shop's creativity. The plans board has to know the problem before it offers a solution. In consequence, the shop goes to considerable expense to obtain and maintain a marketing plan for a major account.

This, as Mr. Eastman observes, is simply another indication of the part which capital and its management play in the modern agen-

cy. It takes money to conduct research and to orient a client's problems in relation to competition, to the client's financial position, to over-all expansion of a given market and to projections of the many possible procedures sometimes open. And the only way the agency can recover its initial investment in an outlay which is for its own information is to retain a client over the long term.

"That," says Mr. Eastman, "is why an agency must be well-financed."

Work on larger accounts is entirely through the plans-board group, which must unanimously approve all plans. The board sometimes calls people together without advance notice, and the turnout is usually good.

■ The shop's creative director is Hugh McConkey, who joined McConnell four years ago and became vp and creative director two years later. Mr. McConkey came to McConnell from the Gibbons agency, and earlier was

advertising manager of Underwood Ltd.

Mr. McConkey stresses that the creative department's main purpose should be to maintain a climate in which the account executive is proud of the creative department and proud to present its work to the client.

The shop's system of administrative and marketing controls is geared to help build that climate. And it helps copywriters to write with business sense. Once the facts are found, they are given free rein. Complaints and misunderstandings are reduced by the plans-board stamp of approval, which is initiated by the proper person and is required on all material before submittal to a client.

McConnell credits its greatest success to copywriters recruited from department store ranks. Their approach to writing is said to be extremely practical, since they have been trained to translate product features into consumer benefits.

The agency has its own copy clinic, which meets every second Wednesday at lunch and tears its big ideas apart. Writers say they like the sessions; no one has missed one in five months. No writer is left on an account permanently. #

Hearst Boosts Campbell; Glenn Retires After 45 Years

William S. Campbell, formerly with the circulation division of Hearst Magazines, New York, has been named assistant director of circulation. He fills a post created by the retirement of Alan D. Catterall, formerly executive assistant to the company's director of circulation.

At the same time, Earl Glenn, manager of the Philadelphia office of Hearst Advertising Service, has retired after 45 years with the company.

Ampex Boosts Sales

The sales of Ampex Corp., Redwood City, Cal., which manufactures magnetic tape and sound equipment, have increased from \$5,000,000 in 1954 to \$30,000,000 in 1958, Jack Hauser, Ampex sales manager, told a luncheon of the Sales Promotion Executives Assn., New York. Mr. Hauser predicted total gross sales of \$40,000,000 by the end of the company's fiscal year, May 1, 1959.

MR. SELLDDEEPLY

"My product is different", says Mr. Sellddeply. "Its uses and advantages must be explained in great detail."

Spot Television soon showed him, however, that repetition is the best teacher, the best way to make different things seem familiar—and desirable.

In Spot Television you can repeat your product's "points of difference" day-after-day and night-after-night . . . or you can pack them all into a program of your own. In short, you can sell your way in Spot Television.

We'd like to send you a copy of "A LOCAL AFFAIR" which will show you how many ways Spot Television can sell your product.

Just write to Peters, Griffin, Woodward, Spot Television, 250 Park Avenue, N.Y.C.

WEST	
KBOI-TV Boise	2 CBS
KBTV Denver	9 ABC
KGMB-TV Honolulu	9 CBS
KMAU KHBC-TV Hawaii	
KTLA Los Angeles	5 IND
KRON-TV San Francisco	4 NBC
KIRO-TV Seattle-Tacoma	7 CBS

MIDWEST	
WHO-TV Des Moines	13 NBC
WOC-TV Davenport	6 NBC
WDSM-TV Duluth-Superior	6 NBC-ABC
WDAY-TV Fargo	6 NBC-ABC
KMBC-TV Kansas City	9 ABC
WISC-TV Madison, Wisc.	3 CBS
WCCO-TV Minneapolis-St. Paul	4 CBS
WMBD-TV Peoria	31 CBS
SOUTHWEST	
KFDM-TV Beaumont	6 CBS
KRIS-TV Corpus Christi	6 NBC
WBAP-TV Fort Worth-Dallas	5 NBC
KENS-TV San Antonio	5 CBS

EAST	
WBZ-TV Boston	4 NBC
WGR-TV Buffalo	2 NBC
KYW-TV Cleveland	3 NBC
WWJ-TV Detroit	4 NBC
WJIM-TV Lansing	6 CBS
WPIX New York	11 IND
KDKA-TV Pittsburgh	2 CBS
WROC-TV Rochester	5 NBC
SOUTHEAST	
WLOS-TV Asheville, Greenville, Spartanburg	13 ABC
WCSC-TV Charleston, S. C.	5 CBS
WIS-TV Columbia, S. C.	10 NBC
WSVA-TV Harrisonburg, Va.	3 ALL
WFGA-TV Jacksonville	12 NBC
WTVJ Miami	4 CBS
WDBJ-TV Roanoke	7 CBS



PETERS, GRIFFIN, WOODWARD, INC. SPOT TELEVISION

Pioneer Station Representatives Since 1932

NEW YORK • CHICAGO • DETROIT • HOLLYWOOD • ATLANTA • DALLAS • FT. WORTH • SAN FRANCISCO

If You're In Electronics, Communications Or Photographic Equipment Manufacture



Electronic purchases by the military have reached a whopping \$3.9 billion. Smaller producers of electronic specialty items are in a stronger position for they deal more and more directly with the prime contractor. Uncle Sam is issuing more direct contracts and is broadening his base of suppliers in the electronics field. 10,000 primary defense buyers and sub-contractors need the facts about the electronics, communications and photographic gear you sell. They read SIGNAL, the official publication of the Armed Forces Communications and Electronics Association. You have 12 opportunities a year to sell them in SIGNAL. Get the low page rates and the details from:



OFFICIAL JOURNAL OF AFCEA
Wm. C. Copp & Associates
72 West 45th St., New York 36, N. Y.

Necchi Plans Bingo Ads

Necchi Sewing Machine Sales Corp., New York, starting Nov. 2, is running a national bingo game

in 57 Sunday supplements, including *The American Weekly*, *First Three Markets Group*, and 24 independents. Contestants obtain a

number call sheet from their Necchi-Elna dealer, and then fill out the bingo card published in the Sunday ads. Contestants making bingo win a \$50 discount certificate and become eligible for the grand prize drawing of a two-week trip to Europe for two, or one of 100 Necchi or Elna sewing machines. All players not making bingo receive a consolation prize. Grey Advertising Agency, New York, is the agency.

Yeager Joins Neville & Ronald

Janet C. Yeager has been named public relations director of Neville & Ronald, Philadelphia. She formerly was account executive at John LaCerde Agency, Philadelphia.

Space Age Clues 'Science, Mechanics' 10 Best Toys of '58

CHICAGO, Nov. 4—The space age continues to have a big impact on the younger generation, giving toy makers an opportunity to get completely out of this world.

The toy makers' new-found proclivity for the wide, WIDE open spaces is apparent this year in the toys chosen by *Science & Mechanics* for its third annual merit awards to the ten best toys of 1958.

Among these were:

- The Trako Mystery Satellite

ball, produced by Park Plastics Co., Linden, N. J., a blue plastic ball powered by two small batteries swinging off-center on an axis inside the ball. Emitting a regular beep, like Sputnik, the ball travels about the floor by itself, shifting direction and beeping its way around furniture, grown-ups' feet and small fry.

- Alpha-1 Ballistic Missile, made by Scientific Products Co., Richmond, Va., a plastic rocket missile with a soft rubber nose, which lifts from 150' to 200' into the air on a harmless fuel of citric acid and bicarbonate of soda (safe enough to drink).

- Magic Star Finder, by A. C. Gilbert Co., New Haven, Conn., a series of Plexiglass slides which slip on to a flashlight. Take it out on a clear night and by sighting through the slides you are able to spot all the major constellations.

- Coming back down to earth, but on a high scientific plane, are an electrically illuminated microscope with slides and all the other equipment (Porter Chemical Co., Hagerstown, Md.); a "dynamite" blaster, working on a compressed air principle (Kilgore Inc., Westerville, O.), and a jackhammer drill (Nylint Tool & Mfg. Co., Rockford, Ill.).

Coming back down to the more traditional toy field—but showing great mechanical ingenuity—were the Winky-Blinky ball, for the smallest fry, which has a face inside that winks and smiles as the ball rolls (Product Miniature Co., Pewaukee, Wis.); an ejecting cap rifle (Mattel Inc., Los Angeles); a washer-dryer combination which actually washes and dries doll clothes (Structo Mfg. Co., Freeport, Ill.); the Magic Ballroom, with two ballroom dancers who dance when a button is pushed (Knickerbocker Plastic Co., North Hollywood, Cal.).

Toys were chosen on the basis of safety as related to age level of intended child; value and durability; newness and appeal, and contribution to mental, physical, social or vocational development of the child. #

Calvin Merrick Opens Art Consultant Service

Calvin Merrick, formerly art director and supervisor of Grant Advertising, has opened a specialized art consultant service for advertisers and their agencies in the Pure Oil Bldg., Chicago.

Mr. Merrick was a group head with Leo Burnett Co. and was with Grey Advertising Agency and Ruthrauff & Ryan in New York before joining Grant in 1957. He also has provided consultant services for a number of agencies, including Buchen Co. and Dancer-Fitzgerald-Sample, and for Marshall Field & Co.



Calvin Merrick

effective with the October 1958 issue

FLOW

changed its name to

Material Handling Engineering

AN INDUSTRIAL PUBLISHING CORPORATION MAGAZINE

812 HURON ROAD • CLEVELAND 15, OHIO



Hardly seems like ten years since Blair-TV became
television's first exclusive national representative

The cake says "Anniversary"—just ten years since Blair-TV began operations in November of 1948, as television's first exclusive national representative.

In those ten significant years, television has outdistanced all other forms of national advertising.

The TV-homes total has leaped from 172,000 in early 1948 to more than 43,500,000.*

Spot television, barely started with 9-million-dollar volume in 1949, is headed toward a 400-million dollar year in 1958.

Yes, in ten significant years television has proved itself the most powerful selling force ever developed. In that development, Blair-TV has taken an active part.

From the outset Blair-TV followed principles thoroughly

proved by the experience of John Blair & Company in station representation, including:

Development of a mature staff to concentrate on television exclusively.

Constant selling-through to decision-levels both with agencies and advertisers.

Limitation of our list to stations and markets we could sell effectively.

The start of our next ten years provides a fitting occasion to express our deep and sincere thanks to the stations listed below—stations whose alert cooperation has enabled us to help advertisers take full advantage of the almost-limitless selling power inherent in Spot Television.

*TVB estimate — 10/15/58

BLAIR-TV

TELEVISION'S FIRST EXCLUSIVE
NATIONAL REPRESENTATIVE

W-TEN — Albany-Schenectady-Troy
WFBG-TV — Altoona
WJZ-TV — Baltimore
WNBF-TV — Binghamton
WHDH-TV — Boston
WBKB — Chicago
WCPO-TV — Cincinnati
WEWS — Cleveland
WBNS-TV — Columbus

KFJZ-TV — Dallas-Ft. Worth
WXYZ-TV — Detroit
KFRE-TV — Fresno
WNHC-TV — Hartford-New Haven
KTTY — Los Angeles
WMCT — Memphis
WDSU-TV — New Orleans
WABC-TV — New York
WOW-TV — Omaha

WFIL-TV — Philadelphia
WHIC — Pittsburgh
KGW-TV — Portland
WPRO-TV — Providence
KGO-TV — San Francisco
KING-TV — Seattle-Tacoma
KTVI — St. Louis
WFLA-TV — Tampa-St. Petersburg

"Best attended event in the field"

**12th ADVERTISING
ESSENTIALS & NAT'L
SALES AIDS SHOW**
BILTMORE HOTEL, NEW YORK
March 30, 31, April 1st, 1959

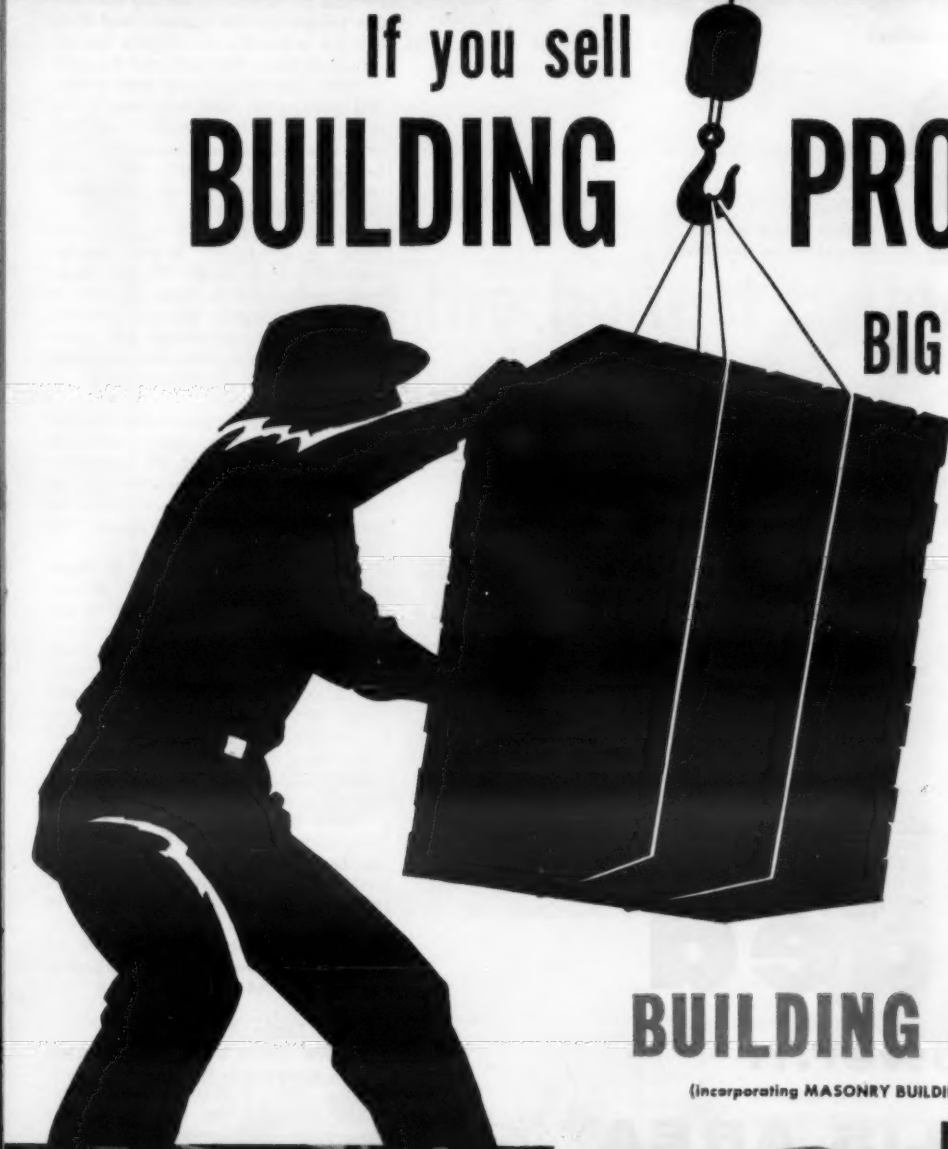
Average annual registration 9,655
For space availabilities write—
Peter A. Brown, Director
ADVERTISING TRADES INSTITUTE
135 E. 39 St. NYC LE 2-9921
P.S.—1959 Directory of Major Buyers
N.Y. area out soon. \$35 incl. supplements.



If you sell

BUILDING PRODUCTS . . . sell BCI's

BIG \$37.5 billion building market*



Look around you . . . make your own personal survey of today's BIG building activity—the schools, hospitals, office buildings, churches, industrial plants, shopping centers, etc., that are springing up on all sides . . . in excess of \$37.5 billion annually.

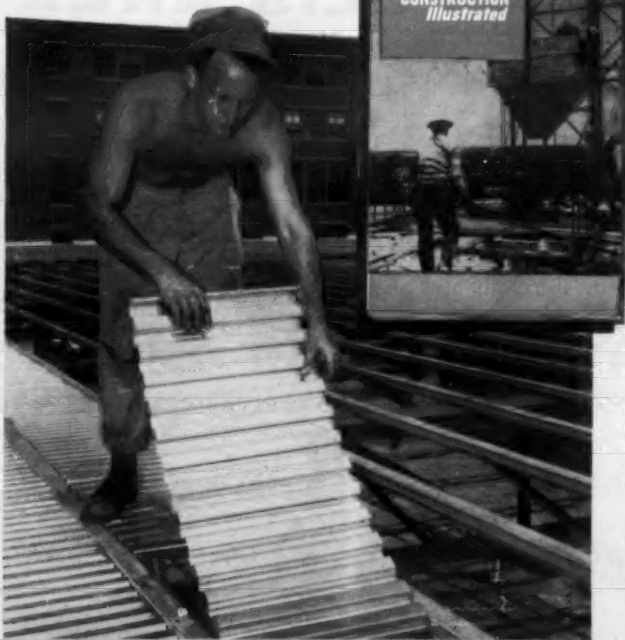
These projects comprise BUILDING CONSTRUCTION ILLUSTRATED's whopping—and expanding—BIG building market for building products, tools and equipment . . . ranging from anti-freezes to air compressors . . . reinforcers to roof decks . . . wheelbarrows to window walls . . . flashings to fork lifts.

Sell your (or your client's) products and equipment to the BIG building teams—architects, engineers and contractors—responsible for these projects, through BCI—to which they turn consistently for on-the-job information as regards new methods, techniques and products essential to the profitable construction of today's BIG buildings.

BCI's coverage of this BIG building market is so *singularly different* with its exclusive editorial coverage of important BIG building that it is the one magazine in America that gives you *bigger* purchasing power for less money—without thousands of waste circulation . . . the only book that specifically covers BIG building construction from drawing board to completed structure.

BUILDING CONSTRUCTION Illustrated

(Incorporating MASONRY BUILDING) the Methods Magazine of Industrial, Commercial, Institutional and Governmental Building



5 South Wabash Ave. • Chicago 3

Published by Industrial Publications, Inc., also publishers of Practical Builder, Building Supply News, Brick & Clay Record and other leading building industry publications.

* BCI's \$37.5 billion building market includes the architect-engineers, contractors and key dealer-distributors who build, remodel and repair America's commercial, industrial, and governmental buildings.

FREE MARKET DATA FOLDER

Industrial Publications, Inc.

5 S. Wabash Ave., Chicago 3, Ill.

Please send new 28 page market data brochure describing BUILDING CONSTRUCTION ILLUSTRATED's \$37.5 billion building market.

Name

Company

Address

State Zone



Even I know that...only the
ATLANTIC CITY PRESS covers
SOUTHERN New Jersey's BEST market!

All the king's horses and all the king's men—can't dispute the fact that when it comes to eating and drinking, Atlantic City is first in the U.S.A. with on-the-premise sales. And this \$44-million consumption is bolstered by an estimated \$14 million in package goods . . . yet even that is just part of the market consolidated by Atlantic City Press circulation! For only the Press has separate, local daily editions in Atlantic, Cape May and Cumberland Counties. In fact, to cover all of Southern New Jersey, you HAVE to sell in the Atlantic City Press!

Atlantic City Press

Southern New Jersey's 'Good Morning' Newspaper
Rolland L. Adams, President
Gallagher-DeLisser, Inc., National Representatives

Provide Better Data to Outwit Computers, Rothman Tells Dailies

DETROIT, Nov. 4—Newspaper men must develop more and better promotions for their publications and marketing areas if newspapers are to compete successfully against digital computers and media researchers.

This solemn warning was handed down here last week by Edward E. Rothman, general advertising and sales promotion manager of Ford Motor Co., in a talk at the central region convention of National Newspaper Promotion Assn.

Pointing out that the cost of automobile advertising has skyrocketed from \$11.97 a car in 1950 to \$30.69 per car in 1957, Mr. Rothman said car manufacturers have adopted very efficient cost systems for the purchase of advertising media.

■ As an example of systems, Mr.

Rothman cited a new system—the Budget Quota Index—developed for Mercury by its agency, Kenyon & Eckhardt. He said the new system is very efficient but he questioned its effectiveness.

"When our plan for purchasing advertising media under the old co-op plan was at its lowest point of efficiency, it was probably at its highest point of effectiveness," Mr. Rothman said. "Now, of course, here I am, all alone—there isn't a research man in all Ford Motor Co. or our agencies who will agree with me.

"However, I suppose we will have to wait another year or two until we see exactly how well these new formulas perform. And maybe we will never know—maybe it will all be forgotten."

■ Mr. Rothman acknowledged that newspaper space salesmen now have many problems selling advertising to Ford with the new system in effect. "You see the media people at the agency and they ask for a county-by-county breakdown of your circulation," he said.

"The material is fed into a digital computer, and out comes the answer as to how much your paper has added to the circulation being considered (40%, 50%, 60% or higher coverage of a county) and at what cost.

"How do you sell against this kind of system? Well, fundamentally, it is tough. You're trapped with figures. The quality of your newspaper, its personality, its influence somehow get submerged in circulation and cost calculations," Mr. Rothman said.

■ He urged newspaper men to become acquainted with research people at Ford and its agencies, but he warned salesmen to be careful about making media comparisons unless they are positive of their figures.

"But give us every bit of marketing data—car registrations, population information, legitimate competitive information, what's happening with dealers and their local promotions, used car movement, business indices, and good and bad trends in the various price classes," he said. "Imported car sales and hundreds of other facts and trends will be most welcome."

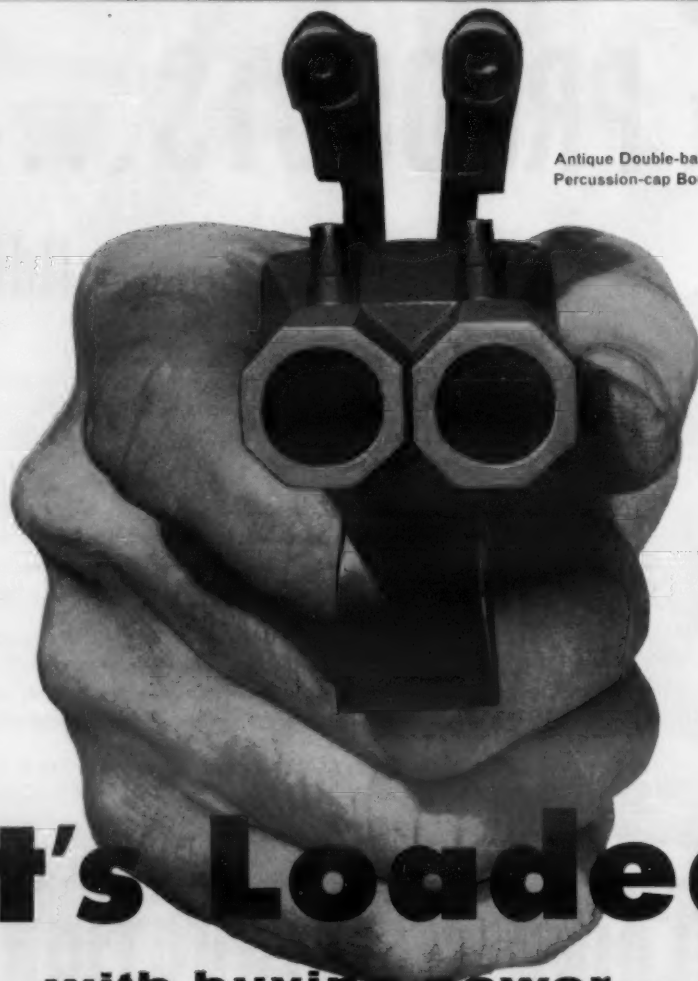
More and better promotions for newspapers are important, Mr. Rothman said, because they "will help to educate and influence the people who can not be reached in person, or when time does not permit us to educate or inform or make these people knowledgeable in the area of advertising." #

Black, Little Adds One

Black, Little & Co., Newark, has been appointed to handle advertising for Colvin Laboratories, East Orange, N. J., maker of electronic components. Black, Little has appointed Irving Warhaftig, formerly with Paul Klemtner & Co., an art director.

Smith Joins Westinghouse

Leonard W. Smith, formerly director of sales planning of Norge Sales Corp., Chicago, has joined Westinghouse Electric Corp., Mansfield, O., as merchandise manager of the major appliance division.



Antique Double-barreled,
Percussion-cap Boot Pistol.

It's Loaded

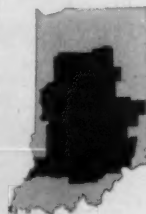
with buying power...

THE INDIANAPOLIS AREA*

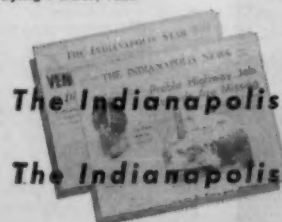
● Fire 'em both . . . because you have a double-barreled opportunity when you aim for Indianapolis and its big 45-county trading area! There's no better selling anywhere as retail figures prove. In average annual income per family, Indianapolis rates 15th among cities over 600,000 . . . and retail sales per family average \$4,620 annually, 11th among cities over 600,000. † Here, people buy more because they have more! Here, "double-barreled" also means The Star and The News . . . covering 56.4% of families in the 45-county area and saturating the rich, metropolitan Indianapolis market. Write us for complete, authoritative market data.

†Sales Management; Survey of Buying Power, 1958

*THE 45-COUNTY TRADING AREA
THAT'S BIGGER THAN YOU THINK!



Population:	2,117,100
Income:	\$3,740,248,000
Retail Sales:	\$2,472,792,000
Coverage:	56.4% By The Star and The News



STAR Morning & Sunday
NEWS Evening

KELLY-SMITH COMPANY • NATIONAL REPRESENTATIVES

FREE

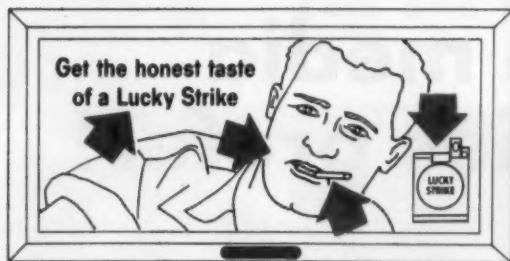
DETAILED INFORMATION
ON MERCHANDISING
AVAILABLE FOR GROCERY
OR DRUG PRODUCTS IN
NY **NEGRO** MKT.

Station WWRL
Woodside 77,
New York City

outdoor can say everything Lucky Strike has to sell!



Poster designed by Batten, Barton, Durstine & Osborn, Inc.



- ▶ OUTDOOR SELLS BRAND NAME
- ▶ OUTDOOR SELLS QUALITY ENJOYMENT
- ▶ OUTDOOR SELLS PRODUCT IN USE
- ▶ OUTDOOR SELLS PKG. IDENTIFICATION



Mr. Albert R. Stevens

Advertising Manager

Lucky Strike Cigarettes, says:

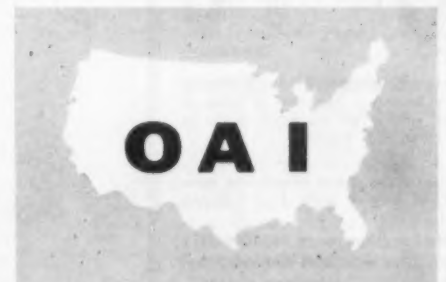
"Outdoor advertising registers our message in color with tremendous impact. With Outdoor, we get continuous high visibility for our Lucky Strike pack and new advertising theme: 'Get the honest taste of a Lucky Strike.' And we catch our customers while they're out to buy."

8 out of 10 people remember OUTDOOR Advertising!*

Standardized Outdoor Advertising, 24 and 30-sheet Posters—and Painted Bulletins.

OUTDOOR ADVERTISING INCORPORATED

NATIONAL SALES REPRESENTATIVE OF THE OUTDOOR MEDIUM



60 EAST 42ND STREET, NEW YORK 17, NEW YORK · ATLANTA · BOSTON · CHICAGO · DALLAS · DETROIT · HOUSTON · LOS ANGELES · PHILADELPHIA · ST. LOUIS · SAN FRANCISCO · SEATTLE

*Urban Poster Readers—Starch Continuing Study of Outdoor Advertising.

Wyse Ad Is Top Cleveland Art Contest Winner

CLEVELAND, Nov. 4—An ale drinker photographed sipping from a billowing glass took the best-in-show award over 1,500 entries in the 10th annual competition of the Cleveland Art Directors Club.

The advertising, used in newspapers, was prepared by Wyse Advertising Agency for the Cleveland-Sandusky Brewing Co. It is a b&w page without copy. The product—Old Timers Ale—was proclaimed by the label on a bottle that stood beside the foaming glass in the picture.

Photographer, Wingate Paine; David London, art director and designer; the agency and sponsor were honored along with 22 other first-place winners at the club's awards ceremony. Their entry also ranked first in the category for b&w newspaper advertising.

It was the second time in three years that newspaper art captured the top honor.

The selections were made by Charles T. Coiner, N. W. Ayer & Son; Gene Federico, Douglas D. Simon Advertising, and Lee Stanley, Leo Burnett Co., from the entries produced by Cleveland art directors and manufacturers, artists and agencies.

Ketchum, MacLeod & Grove, Pittsburgh, received eight first-place awards, leading the pack.

The honor roll included these art directors, artists or photographers, agencies, clients and designers, listed in that order in the various contest categories.

DESIGN OF COMPLETE UNITS

Consumer Magazine: Alex Mohtares; Rouben Samberg; Anderson & Cairns; Dobeckmun Co.; Mr. Mohtares.

Business Magazine: Sy Lachiusa; Fran Komorski of Federman Associates; Fuller & Smith & Ross; Aluminum Co. of America; Burt Adams.

Newspaper, Color: Larry Gray; Advance Art; McCann-Erickson; Standard Oil Co. (Ohio); Mr. Gray.

Trade Publications—b&w: Arnold Varga; Federman Associates; Ketchum, MacLeod & Grove; Rubbermaid Inc.; Mr. Varga.

Trade Publications—2, 3, 4 Color: V. C. Kenney and Fran Lengel; Artists Studios and Denny Harris, photographers. Griswold-Eshleman; Youngstown Sheet &



WORDLESS—Art Director David London, of Wyse Advertising, is shown with the winning entry in the Cleveland Art Directors Club competition.

Tube Co.; Mr. Kenney, Miss Lengel, um, MacLeod & Grove; East Ohio Gas Small Ads (Newspaper and Magazine); Co.; Mr. Ginley. Allen R. Ginley; Towne Studios; Ketch-

Coast and Dick Loader; Harris Seybold Co.; Mr. Coast and Mr. Loader.

Booklets: Arnold Varga; Federman Associates and photographers Ben Spiegel, Clyde Hare, Leonard Schugar; Ketchum, MacLeod & Grove; Richardson, Gordon & Associates; Federman Associates and Arnold Varga.

Posters and Car Cards: Clark Robinson; Denny Harris; McCann-Erickson; Standard Oil Co. (Ohio); Mr. Robinson.

Package Design, Letterheads, Trade-marks: (Two sets of winners)—Don Reithmiller; Federman Associates; Lang, Fisher & Stashower; International Molded Plastics; Burt Adams. Also, William J. Kalaher, who designed letterheads for himself.

Trade Publications, Product Illustration: Frank Perry; Federman Associates and C. Smith; Ketchum, MacLeod & Grove; Byers, client.

House Organs: C. W. Smith, artist, for Cleveland Public Library.

Humorous Illustration: Janet Byers and George Dorsey; Federman Associates; KYW radio station.

Posters and Car Cards: Ed Hall; Federman Associates and L. Stern; Ketchum, MacLeod & Grove; Blue Cross.

Television Slide Films: Don Willis; Federman Associates and B. Mitchell; Ketchum, MacLeod & Grove; Thorofare Markets. #

SRDS Names Three

John W. Chamberlin, formerly with Batten, Barton, Durstine & Osborn, Chicago, has joined Standard Rate & Data Service as district manager for Texas, Oklahoma and Kansas. Paul V. Power, formerly with SRDS's Direct-Image Offset Corp. affiliate, has joined SRDS as district manager for Arkansas, Louisiana, Mississippi, western Tennessee and western Missouri. SRDS also has named F. Leroy Hess, formerly district manager of 11 SRDS publications, western ad manager of Media/scope.

IN THE ADVERTISING ART CATEGORIES

Consumer Magazine, Color: Alex Mohtares; Karen Radkal; Anderson & Cairns; Dobeckmun Co.

Business Magazine, Color: Ed Hall; Federman Associates and photographer C. W. Smith; Ketchum, MacLeod & Grove; Gulf Oil Co.

Consumer Magazine, b&w: Nelson Stern; Tod Draz and Willard Lunte; Nelson Stern Advertising; Dalton of America.

Newspaper, Color: Saul Abrams; Lee Kolozsi and Joanne Limric; Halle Bros. Co. department store.

Trade Publications, General Illustration: Al Vazquez; Federman Associates and C. Smith; Ketchum, MacLeod & Grove; Aluminum Co. of America.



Your car and truck ads sell harder in

Choose the media farm families prefer!

Give your car and truck ads more selling power by running them in State and Local Farm Papers! Proven preference—that shows up in better readership, wider acceptance, greater, surer response—helps your advertising dollars do a far bigger job in these locally edited farm papers.

This overwhelming preference is natural and understandable. Big differences in climate, crops, and customs vary the everyday living and buying habits of farm families. Only the localized editing provided by State and Local Farm Papers can take note of these differences and provide detailed help—clear down to county level!

But these localized farm papers do more than provide heavy reader traffic, and "trigger" a surer response to your sales appeals. They give your advertising profitable new flexibility. You can talk price . . . list dealers . . . buy one or all State and Local Farm Papers to more effectively reach and sell your rural market!

Sales results . . . independent research . . . coupon returns—they all confirm the same important fact: Your advertising sells harder when it goes calling with this trusted friend—the State and Local Farm Paper!

Get all the facts! Find out how little it costs to use the media farm families prefer. Write State and Local Farm Paper Committee, Room 1600, 28 East Jackson Blvd., Chicago 4, Illinois.

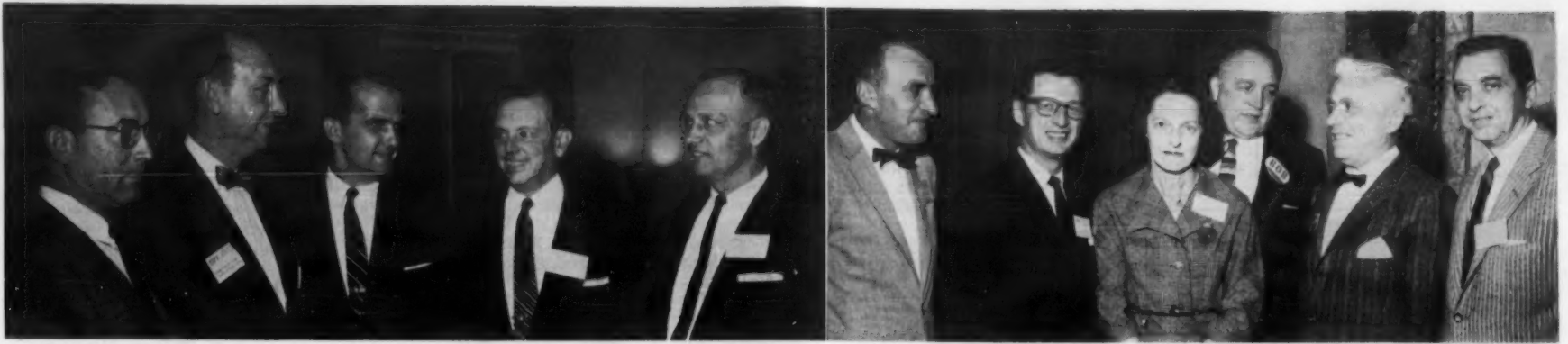
want to be
a BALL OF FIRE in
SMOKELESS (PA)?

Advertisers who use the Tribune-Democrat are really having a hot time in sales in Smokeless, and in all the other towns in the Johnstown, Pa. market.

If you're looking for customers in this rich, four-county market, your advertising budget should begin with the Tribune Democrat.

Write for Johnstown's PERSONALITY PACKAGE, filled with facts and maps that give character to the Johnstown market.

The Tribune-Democrat
JOHNSTOWN, PA.



Riley Lowe Reese Barker Stower Yuenger Bond Gibson Emerick Stafford Erwin

AT NNPA CENTRAL REGION MEET—Renewing acquaintances at the central regional meeting of National Newspaper Promotion Assn. in Detroit are John Riley, Pontiac Press; Fred Lowe, Detroit Free Press; Robert Reese, Detroit News; Mel Barker, Chicago Sun-Times; James Stower, Detroit Times; John Yuenger, Green Bay Press-Gazette; William Bond, J. L. Hudson Co.; Bettie Gibson, Pittsburgh Press; Robert Emerick, Pontiac car division of General Motors; John Stafford, Rockford Star and Register-Republic; and Joel Erwin, Cincinnati Enquirer. Messrs. Lowe, Reese and Stower were hosts at the three-day confab.

Postal Fraud Order Hits Borg-Johnson Electronics

A Post Office Department fraud order has been issued against

Borg-Johnson Electronics, New York, on the grounds that the company "is operating a scheme through the U.S. mails for the ob-

taining of money by false and fraudulent representations." Last spring the company advertised, through Parker Advertising, a

\$4.95 pocket radio as "a miracle of electronic science" (AA, May 12), and made other strong claims concerning its capabilities. Two

experts have characterized the device as a "toy portable" and a "hay-wire job," adding that the radio was basically an early form of crystal set.

There is no connection between Borg-Johnson Electronics and the Borg-Warner Corp., Chicago manufacturer of electrical appliances.

FTC Drops Ad Complaints Against 7 Insurance Companies

The Federal Trade Commission has dismissed false advertising complaints which had been lodged against seven health insurance advertisers. The commission's action followed a Supreme Court decision which held that FTC lacks jurisdiction to deal with insurance ads if the companies are under the supervision of a state agency. The cases dropped involved: Guarantee Trust Life Insurance Co., Chicago; Professional Insurance Corp., Jacksonville; Inter-Ocean Insurance Co., Cincinnati; Washington National Insurance Co., Evanston, Ill.; Massachusetts Bonding & Insurance Co., Boston; American Casualty Co., Reading, and World Insurance Co., Omaha.

Auto Fact Book Published

The Automobile Manufacturers Assn., Detroit, has issued its 38th edition of "Automobile Facts & Figures," the industry's official statistical handbook. The 72-page booklet contains registration figures, driving statistics, and other industry economic facts.

State and Local Farm Papers . . .

**4,760,000
U. S. families
spend over
1½ BILLION DOLLARS
annually for
cars and trucks!**

**AN INVALUABLE
DESK AID**

This spiral-bound 12 page, card stock, 9 1/2 x 12 1/2 Executive Calendar has room for notations and shows appointments and deadlines a-month-in-advance, at-a-glance with calendars for the two past and the next four months on each page to aid in planning.

This is a limited edition—never sold—presented annually to our business friends. While the supply lasts, we will send you one *with our compliments* if you have a mailing list of over 15,000 names and if you will request the calendar on your business letterhead.

A SOURCE OF EXTRA INCOME

There is no obligation. No one will call. As long-established, highly-regarded mailing list brokers, we would like to send you a brochure describing how you can derive extra income from renting (not selling) your mailing list to important national magazines, book and record clubs, financial services and diversified mail order accounts.

LEWIS KLEID COMPANY
25 West 45th St., N. Y. 36, N. Y.

Don't Overlook These New York State Farm Publications . . .
MONROE, WAYNE, ONTARIO AND NIAGARA COUNTY EXTENSION PAPERS
 See SRDS for rates. 315 Alexander Street
 Write for copies Rochester 4, N. Y.

Grubb-Cleland Adds One

Grubb-Cleland Co., Minneapolis, has been appointed to handle advertising for Norris Dispensers, manufacturer of commercial and home milk dispensers and automatic vending machines. Campbell-Mithun is the previous agency.

Alaska Visitors Assn. Names Bozell & Jacobs

Alaska Visitors Assn., tourist-promotion agency for Alaska, has appointed Bozell & Jacobs, Seattle, to handle its advertising. The association was granted \$110,000 for the biennium ending next June 30, and funds for the balance of this period will be used mainly in travel trade publications.

A new budget is expected to be set up by the Alaskan legislature that will meet in January, and larger funds will be asked in view of heightened interest in tourist travel that has come with statehood for Alaska. The account formerly was handled by West-Marquis, Seattle.

Three Agencies Join League

Three agencies have become members of the League of Advertising Agencies, New York. They are Byrde, Richard & Pound and Dobbs Co., both New York, and Benjamin Katz Agency, Philadelphia.

Basford Affiliates With Intam, London International Shop

NEW YORK, Nov. 4—G. M. Basford Co. last week announced its affiliation with Intam Ltd., British international advertising agency, London. It is a subsidiary of the London Press Exchange.

Fred Adams, president of Basford, said the Basford-Intam affiliation will provide clients with worldwide marketing facilities, and will provide a service "beyond the conventional 'foreign associate' method of placing space. Intam's knowledge of markets and methods of reaching those markets, its comprehensive media facilities, and its personal contacts in major markets throughout the world," Mr. Adams said, "insure that Basford clients' advertising and marketing will be effectively geared to overseas market requirements. "Moreover," he added, "it offers

American industry the opportunity to capitalize on the expanding overseas markets, particularly in Europe, where the common market treaty-becomes-operative in January, 1959."

■ Answering questions at a press conference here last week, Mr. Adams said that "financial arrangements for the new service will necessarily vary with the specific requirements of individual clients. It is impossible to offer a package program to fit the needs of all clients because products, markets to be covered, and services required differ with each advertiser."

John Sasso, senior vp, who will be in charge of Basford's overseas services, said the affiliation with Intam (which is a contraction of international advertising and marketing) will make available to Basford clients in 65 foreign countries such services as copy and art preparation, translations, media selection and checking, market research, an interchange of marketing knowledge and facilities.

■ Mr. Sasso declined to name the agency's clients expected to avail themselves of the new service, but he said it was possible that 12 companies will use some parts of the new service. Among these, Mr. Sasso said, would be Allied Chemical & Dye Corp.'s international division, and Fairchild Camera & Instrument Corp.'s Scan-O-Graver division.

Basford, which has offices here and in Cleveland, serves about 70 industrial companies and organizations, many of which, Mr. Sasso said, have vital interests in world markets. The agency billed \$14,100,000 in 1957. Through its network of subsidiary companies and associates, Intam serves 193 clients overseas. London Press Exchange, the parent company, is reportedly the second largest advertising agency in Great Britain, the largest being J. Walter Thompson Co.

Kimberly-Clark Cuts Base Prices on Magazine Papers

Kimberly-Clark Corp., Neenah, Wis., in a surprise move, has reduced base prices on various grades of super-calendered book papers, ranging from 80¢ to \$8 a ton on substance weights of 35 lbs. to 50 lbs. The company says the price reduction was made to help magazine customers overcome recent postage increases.

No other mills, so far as could be learned, have made any move to meet the price cut. Mill representatives and paper jobbers have been anticipating slight price hikes early next year. They say current production schedules and inventories do not warrant a general price cut and they do not believe Kimberly-Clark's action is likely to be followed to any great extent.

Motorola Appoints Two

Irv Koss, formerly director of marketing of two-way mobile and portable products, Motorola, Chicago, has been named director of marketing of Motorola's communications and industrial electronics division. At the same time, William Weisz, formerly chief engineer, was named product manager, two-way and portable products.



SAY "THANKS" PERSONALLY!

For your customer, client, or associate, these handsome, beautifully made accessories add a tasteful and unusual touch of personality to giving. He'll know you thought of him as an individual.

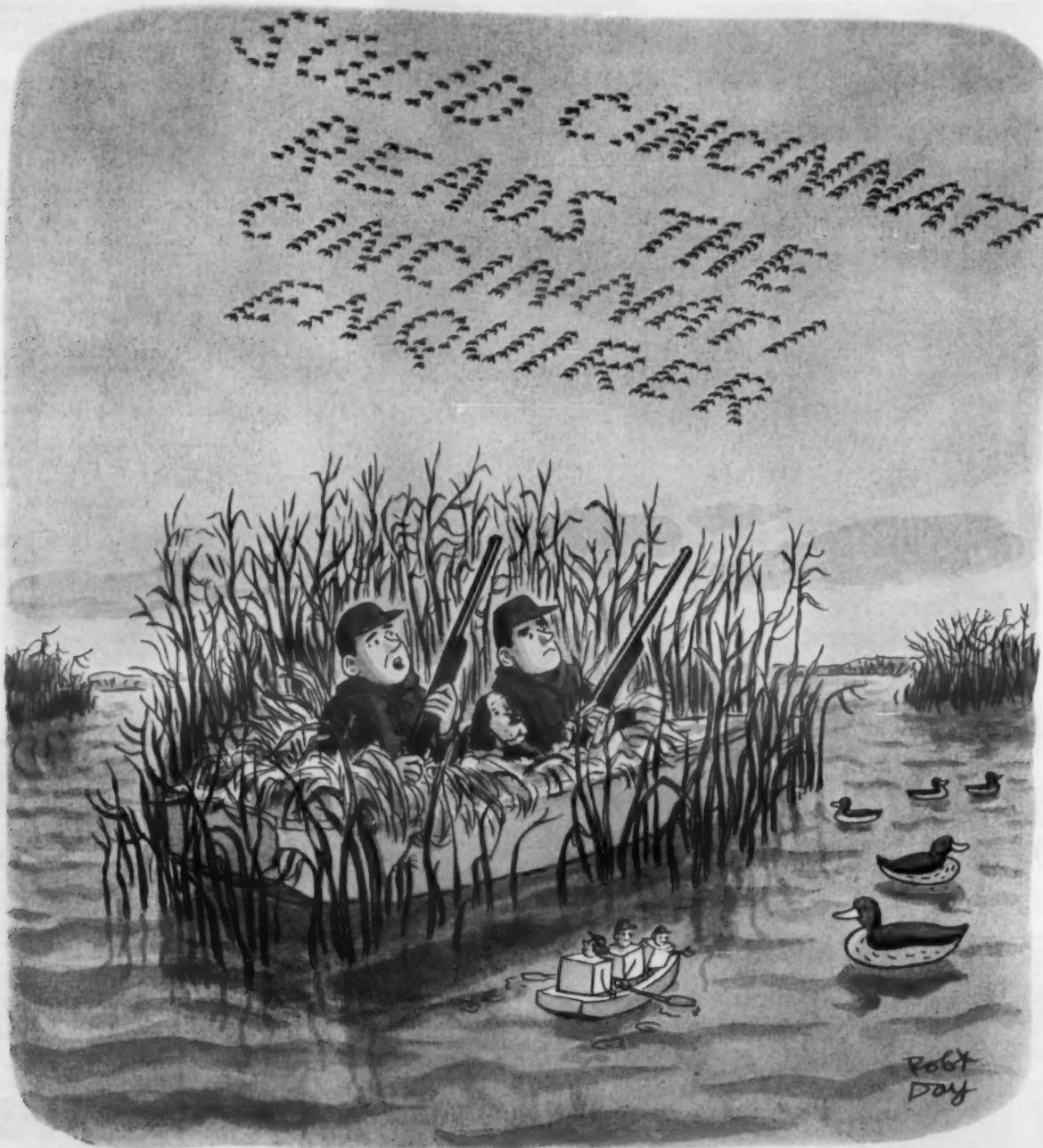
Any signature, business or personal card, insignia can be reproduced in exact miniature—deeply, sharply, lastingly engraved in satin silver or gold finish. Send signatures, cards or designs today with your check or M.O. (no COD's, please); 2 to 3 week delivery prepaid to any address, gift wrapped, if you act now!

- Satin Silver Finish (add 10% for Gold Finish)
- CUFF LINKS \$ 8.75
- TIE BAR 5.45
- SET—BAR AND LINKS 12.95
- MONEY CLIP 6.95

(All prices include Fed. Tax)

SUBSTANTIAL DISCOUNTS FOR QUALITY ORDERS • SEND FOR FULL DATA

REPLICA ACCESSORIES, 914 Fairbairns Avenue, Deerfield, Illinois



"Are you SURE this is the place the fellows in the media department were telling you about?"

THE MIGRATION of readers and advertisers to the Cincinnati Enquirer over the past 10 years has been perhaps the most significant achievement in the daily field. Today, more than ever, it's the Daily that SOLID Cincinnati reads, prefers, looks to most for its kind of news, features, advertising. Result: YOU'RE in solid in Cincinnati when you're in the Cincinnati Enquirer. Current proof? Call the Enquirer's research department for a look at the new and revealing Top Ten Brands Survey. Represented by Moloney, Regan & Schmitt, Inc.

RELIABLE SAMPLE DISTRIBUTION AT LOWER COST

Let America's great volunteer organizations distribute your samples. They'll do it for the assistance you give the treasuries of their clubs, schools, and churches. You reach them, of course, through . . .

The FUND RAISER
 The Magazine for Profitable Programming
 91 PALLISTER, DETROIT 2, MICHIGAN



She buys the Post and loves to recommend
 The things she reads. Eloquently, friend to friend,
 She stirs the urge to buy. It's plain to see
 Being an Influential is just her cup of tea!

(Sell the Post-Influentials—they tell the others!)

The Saturday Evening
POST
 A CURTIS MAGAZINE

Your ad page gets more than 29,000,000
 proved reader exposures in an
 average issue of the Post. (Pollitz Ad
 Page Exposure Study, 1958)



E. B. Weiss offers you



hundreds of tested merchandising ideas instantly available for reference with **MERCHANDISING IDEA FILE** on your desk



Everybody talks *merchandising*. Yet there has been no analytical reporting service devoted *exclusively* to tested merchandising ideas gathered from every field.

merchandising idea file fills that void—and in a totally unique editorial format. Here are the details:

- 1 Each month we report and analyze 30 currently used and broadly usable merchandising ideas.
- 2 Each idea is covered in about 200 words—30 seconds reading time per idea.
- 3 Each idea is printed on a separate *pocket-sized card*—30 cards in each monthly packet.
- 4 Each card is indexed for *filing*.
- 5 A file box (adequate for over 1,000 ideas) and a filing system is provided.
- 6 No editorials; no theories—nothing but currently used merchandising ideas from every merchandise classification.
- 7 Each idea is not merely reported—but analyzed, interpreted, its *broader use* suggested.
- 8 Ideas are examined *critically*—*weaknesses* as well as virtues are covered.
- 9 360 top merchandising ideas a year (plus a \$10 file box) for \$37.50 annually. If you're not pleased in 3 months—a full refund.
- 10 The coupon below will put **MERCHANDISING IDEA FILE** on your desk promptly. Clip and mail it today.

Over 100 merchandising practices are included in our editorial dragnet. You get:

- IDEAS... on price lining
- IDEAS... on store fixtures
- IDEAS... on capitalizing new distribution trends
- IDEAS... on introducing new items
- IDEAS... on disposing of old models, packages, etc.
- IDEAS... on all trade allowances including co-op
- IDEAS... on changing the sales unit
- IDEAS... on out-of-stock problems
- IDEAS... on related-product merchandising events
- IDEAS... on winning support of jobbers' salesmen
- IDEAS... on in-store display, on the guarantee, fads, loss leaders, price promotional numbers, shipping cases, handling returns, open stock plans, minimum order plans, seasonal problems—and more; many more.

Charter Subscribers Include:
 The American Tobacco Co.
 Johnson & Johnson Co.
 McCann-Erickson, Inc.
 Four Roses Distillers Co.
 Young & Rubicam, Inc.
 James Lees & Sons, Inc.
 Buleva Watch Co.
 H. W. Ayr & Son, Inc.
 Colgate-Palmolive Co.
 Campbell Soup Co.
 J. Walter Thompson Co.
 General Electric Co.
 Thomas J. Lipton, Inc.
 Kudner Agency, Inc.
 General Foods Corp.
 Bristol-Myers Products Div.
 Cunningham & Walsh
 Goodyear Tire & Rubber Co.
 Armour & Co.
 Batten, Barton,
 Durstine & Osborne, Inc.
 Curries Candy Co.
 Hotpoint Co.
 Leo Burnett Co., Inc.
 Canada Dry Corp.
 D'Arcy Advertising Co.

That's it—except to direct your attention to the coupon below. *E. B. Weiss*

merchandising idea file, 551 Summer St., Stamford, Conn.

Please enter my subscription to **MERCHANDISING IDEA FILE** for one year at your subscription price of \$37.50

name _____ bill company

title _____ company _____ bill me

address _____

city _____ zone _____ state _____

Supply my **FREE** leatherette covered desk top file box in

brown black

maroon green

Nielsen Network TV
Two Weeks Ending Oct. 4, 1958

Copyright by A. C. Nielsen Co.

Nielsen Total Audience*

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	World Series-Saturday (Gillette, NBC)	21,750
2	World Series-Wed. & Thurs. (Gillette, NBC)	19,488
3	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	18,662
4	DuPont Show of the Month (CBS)	17,748
5	Ed Sullivan Show (Mercury, Kodak, CBS)	16,791
6	Have Gun, Will Travel (Whitehall, Lever, CBS)	15,530
7	Top Ten Lucy Shows (General Foods, CBS)	15,486
8	Wagon Train (Edsel, General Foods, NBC)	15,443
9	GE Theater (General Electric, CBS)	14,790
10	Perry Como Show (Several sponsors, NBC)	14,442

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	World Series-Saturday (Gillette, NBC)	50.8
2	World Series-Wed. & Thurs. (Gillette, NBC)	45.5
3	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	43.9
4	DuPont Show of the Month (CBS)	41.7
5	Ed Sullivan Show (Mercury, Kodak, CBS)	39.5
6	Wagon Train (Edsel, General Foods, NBC)	37.0
7	Have Gun, Will Travel (Whitehall, Lever, CBS)	36.8
8	Top Ten Lucy Shows (General Foods, CBS)	36.5
9	GE Theater (General Electric, CBS)	35.9
10	Perry Como Show (Several sponsors, NBC)	34.0

Nielsen Average Audience**

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	17,922
2	World Series-Saturday (Gillette, NBC)	14,964
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	14,877
4	Top Ten Lucy Shows (General Foods, CBS)	14,573
5	DuPont Show of the Month (CBS)	13,703
6	GE Theater (General Electric, CBS)	13,659
7	Garry Moore Show-10 p.m. (Revlon, CBS)	13,007
8	I've Got A Secret (R. J. Reynolds, CBS)	12,746
9	Red Skelton Show (Pet Milk, S. C. Johnson, CBS)	12,702
10	Alfred Hitchcock Presents (Bristol-Myers, CBS)	12,485

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	42.2
2	Have Gun, Will Travel (Lever, Whitehall, CBS)	35.3
3	World Series-Saturday (Gillette, NBC)	34.9
4	Top Ten Lucy Shows (General Foods, CBS)	34.4
5	GE Theater (General Electric, CBS)	33.2
6	DuPont Show of the Month (CBS)	32.2
7	Garry Moore Show-10 p.m. (Revlon, CBS)	31.1
8	Red Skelton Show (Pet Milk, S. C. Johnson, CBS)	31.1
9	I've Got A Secret (R. J. Reynolds, CBS)	30.0
10	Alfred Hitchcock Presents (Bristol-Myers, CBS)	29.9

* Homes reached by all or any part of program, except for homes viewing only one to five minutes.

** Homes reached during an average minute of the program.

† Percented ratings based on tv homes within reach of station facilities and by each program.

SPREADING THE NEWS

SINCE 1922



(America's First Engraver)

by **DAY**
and
NIGHT

REVERE PHOTOENGRAVING CO.
 WAbash 2-8816
 712 FEDERAL STREET • CHICAGO 5, ILLINOIS



After they've read your ads...

HOW DO READERS REACT?

Some may put their feet on the desk. But the majority—who are always on the lookout for new means of improving operations—react. How? They check the advantages, compare the benefits, visualize the results

and often ask for more information. It is part of the preselling action generated by business publication advertising . . . opening the doors to sales for you as shown on the following pages.



**These are actual quotes
from McGraw-Hill readers . . .**

We regularly ask subscribers to many McGraw-Hill publications what action they take as a result of reading your advertisements. Here are a few of many verbatim comments from this continuing research. They show how business publication advertising sells your products and services.

"Ads are my first contact with new products. I went from this ad to the catalog file and looked up extended valves. Then I put what I wanted on my bill of materials. It was ordered for me."

*Engineer
Ground Radar Equipment Manufacturer*

"I showed the ad to everybody in the office—I mean my co-workers and some of the engineers—and we decided it would be worth stocking."

*Purchasing Agent
Contractor*

"The product they advertise seems to be the answer to my problems. I wrote for technical data, ordered two 100-pound samples. We are experimenting with them, and if satisfactory, I will standardize on one for use in our processing."

*President
Meat Products Manufacturer*

"The ad gave a lot of information on the equipment. I discussed it with several other engineers, and we incorporated the idea in a new plant we were working on at the time."

*Senior Industrial Engineer
Abrasives Manufacturer*

"We checked on the cleaner I saw advertised. It was new to us . . . caught my attention immediately. We changed to the product because of seeing this ad."

*Manager
Dairy Company*

"I never realized how cheap those transatlantic calls are. I made a call to Paris after reading this ad."

*President
Steel Processing Company*

"From an ad in a recent issue, we started using ———— for painting machine frames."

*Industrial Relations Director
Paper Box Manufacturer*

"I talked the ad over with our shop foreman and we decided to get a couple of them to try."

*Purchasing Agent
Floor Cleaning Machines Manufacturer*

"I have clipped this ad and put it in a folder for future reference when I am ready to make my purchase."

*President
Tool and Die Manufacturer*

"I saw the heading on the ad and I'm interested in that product. I sent for a sample, and it's being tested at the present time."

*President
Chemical Specialties Manufacturer*

"I cut the ad out and recommended to the boss that we send away for it, which he did, and we now use it."

*Master Mechanic
Aircraft Engines Manufacturer*

"I showed this to a number of people in the Engineering Department of my company. We now specify this type of joint instead of the one previously used."

*Staff Civil Engineer
Battery Manufacturer*

"I was interested in a regulating valve, so I stopped to read this ad. I sent for further information and talked to the plant manager. I showed him the advertisement and ordered the regulating valve from them."

*Plant Engineer
Dairy Products Co.*



ADVERTISING IN
BUSINESSPAPERS
MEANS BUSINESS



If what you make or sell is bought by business and industry, you can induce buying action for your goods and services by *concentrating* your advertising in the McGraw-Hill publications serving your major mar-

kets. This is the economical means of pinpointing the greatest number of prime prospects . . . lets you talk to them while they're in a business mood . . . paves the way for your salesmen's specific proposals.



McGraw-Hill Publishing Company, Inc.

330 WEST 42nd STREET, NEW YORK 36, N. Y.



THE SOUTH BEND TRIBUNE'S BIG NEW DISCOUNTS

FOR TEST TOWN, U.S.A. ADVERTISERS

The South Bend Tribune's new general advertising rates offer advertisers new flexibility. Select the contract that suits your needs—and saturate Indiana's 2nd market with only one newspaper, the South Bend Tribune.

- **NEW BULK DISCOUNTS:** You enjoy contract discounts whether you run 500 lines or 100,000 lines in a contract year.
- **NEW FREQUENCY DISCOUNTS:** Whether your frequency is 10 weeks or 50 weeks in a contract year, you benefit from reduced contract rates.
- **NEW PRE-SELL, HARD-SELL DISCOUNTS:** Earn an additional 20% discount in the South Bend Tribune Sunday Magazine by running a schedule in the daily South Bend Tribune.

FOR DETAILS, CONTACT YOUR NEAREST STORY, BROOKS & FINLEY REPRESENTATIVE LISTED BELOW, OR WRITE US.

Color

Black and three colors are available daily and Sunday—1,000 line minimum.

New York City—N. Y. Control Bldg.
Phil., Pa.—Fidelity-Phila. Trust Bldg.
Chicago, Ill.—Prudential Bldg.
Los Angeles, Cal.—1651 Cosmo St.
Cleveland, Ohio—1900 Euclid Ave.

Atlanta, Ga.—933 Healey Bldg.
Boston, Mass.—Statler Bldg.
San Francisco, Cal.—703 Market St.
Miami, Fla.—290 S. Miami Ave.
Detroit, Mich.—1775 Panabscot Bldg.



The South Bend Tribune
Franklin D. Schurz—Editor and Publisher



Yeates Blalock Lange

INSURANCE ADMEN—At the Life Insurance Advertisers 25th annual meeting in Montreal were Allan B. Yeates, ad director (Canada), Prudential Insurance Co. of America; John V. Blalock, ad director, Liberty Life Insurance Co., Greenville, S. C., and Bertram J. Lange, manager, marketing services, Life magazine, New York.

Six Printers, Lithographers Win Top PIA Ad Awards

Cash awards and Benjamin Franklin statuettes have been awarded to six first-place winners

in the Printing Industry of America's 1958 Self Advertising Awards competition. First prize winner for best individual printed or lithographed pieces in the 1-to-19 employees category was Cape & Co., Toronto; in the 20-to-99 employees category the winner was William J. Keller Inc., Buffalo, and in the 100-and-over category R. R. Donnelley & Sons Co., Chicago, took first place.

In the competition among entries of entire campaigns, Bay State Press Corp., Boston, took first place in the 1-to-19 employees category; Duenewald Printing Corp., New York, was first place winner in the 20-to-99 employees group, and William G. Johnston Co., Pittsburgh, was first-place winner in the 100-or-more employees category.

Telestar Names Schubert President; Adds Offices

Bernard L. Schubert, board chairman of Telestar Films, New York, has been named president of the tv film production-distribution company. He continues as chairman. The presidency has been vacant since February, when Sy Weintraub resigned.

The company also has opened branch offices in Washington, St. Louis, Atlanta and Memphis. The Washington office, at 3636 16th St., will be headed by Stuart H. Goldsborough, formerly New York sales manager of ITV Inc. Thomas E. Matthews Jr., formerly with D'Arcy Advertising Co., will head the St. Louis office at 1337 Woodruff Ave. Charles E. Trainor, formerly with Radio-TV Representatives, is account executive for Atlanta, and W. Murray Edwards Jr., previously with Equitable Life Assurance Society of the U. S., is account executive in Memphis.

Transogram Schedules Drive

Transogram, New York, has started a 13-week pre-Christmas tv and print campaign for three of its new toy and game products—Action Rinkette hockey, Quik Quiz and paint-by-number mosaic art pictures. The company will run minute tv spots in 80 markets dramatizing the games' use by whole families. There will be both color and b&w pages and quarter pages during November in *Life*, *Parents' Magazine* and *The Saturday Evening Post*. The agency is Wexton Co.

“GEE! THIS IS SOME SMOKE!”



He's switched to a brand of cigarettes he saw advertised on WGN-TV. And he's *sold!* The program he saw was Festival of Stars, where he and 1,068,000* viewers watch—and buy as a result—every week. (*Nielsen, Sept. 7-Oct. 4, 1958) A receptive, loyal audience to top-rated programs is the WGN-TV audience.

That's why Top Drawer Advertisers use WGN-TV.

Let our specialists fill you in on some exciting case histories, discuss your sales problems and advise you on current availabilities.

The station that puts "GEE!" in your Chicago sales!

WGN-TV
Chicagoans watch Channel 9



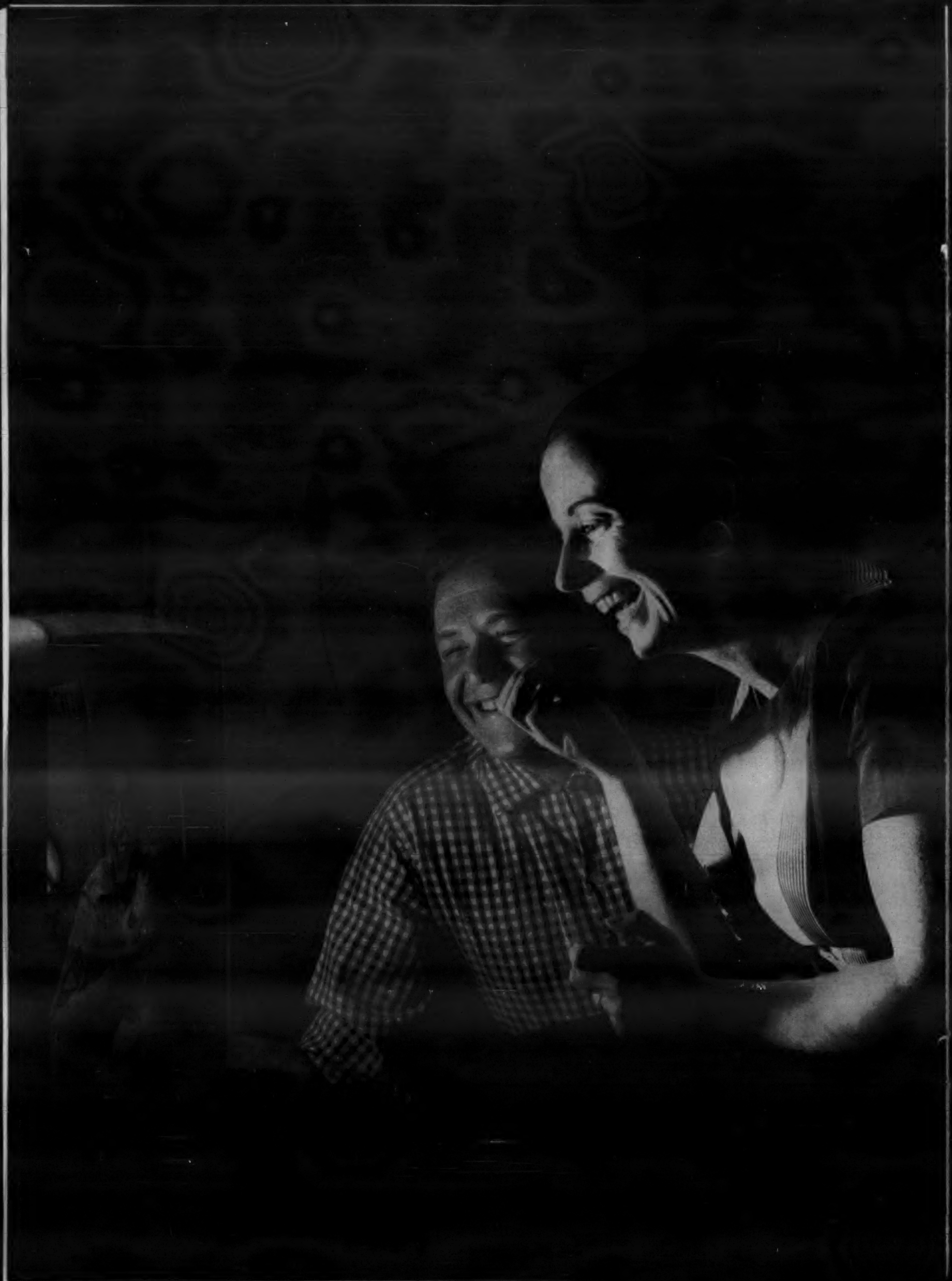
WIN A 21" COLOR TV SET or ...

... a 1959 Sparkmobile or an ironer or washer or mink coat. You've bought a chance on some such prize and know how it whets your appetite for the make and model. The people who buy prizes, sell chances, and build desires for your products are reached through ...

The FUND RAISER
The Magazine for Profitable Programming
91 PALLISTER, DETROIT 2, MICHIGAN



New York is ringside. New York is fireside. New York is 5 million families growing, wanting, needing, buying. New York is The New York Times. New Yorkers live by it. It serves them with the most news. It sells them with the most advertising.



Each year as television's audience continued to grow, the prudent ones among us cautioned against a hasty acceptance of its heady statistics.

Each year, they said you would have to wait for it to settle down . . . until the audience got used to having a moving, talking picture in their living rooms.

And each year the audience grew larger.

Surely, now in the eleventh year of network television it seems reasonable to agree that television is no longer a novelty—that the audience and the advertiser have had time to evaluate it.

It is clear to even the most conservative eye that television today is more attractive to the American family than ever before.

IN 1958 the average television family is watching more than ever—an average of four hours and 59 minutes a day. *Tonight at 9, for example, three families out of every five will be watching television.*

Today there is at least one television set in 43,900,000 homes — 86% of the nation's total. *And 6,000 new television homes are being added every day.*

Advertisers today are reaching the largest audiences in history at a lower cost per thousand customers than any printed medium can provide.


However you evaluate television today—as a medium of entertainment and information—or as an advertising vehicle—it clearly retains its compelling ability to hold the interest of its audience.

And it always will.

For television moves in the main stream of American life. And the continuing novelty in the images it brings to the viewer reflects the ever changing world of his experience.


Because it reaches more people—at the same instant—than any form of mass communication ever devised, American business invests more of its national advertising appropriation in television than in any other advertising medium.

Because it is attracting the largest nationwide audiences in all television (as shown in the 79 consecutive Nielsen Reports issued since July 1955) the CBS Television Network continues to be the largest single advertising medium in the world.

CBS TELEVISION NETWORK 

The
novelty
of
television
has
worn
off...

**BUY A
KING-SIZE
MARKET**



EL PASO -
CAPITAL CITY
OF
The Fabulous Southwest

CIRCULATION . . .

Sure, it's up. Our ABC Statement for the 6 months ending September 30 is at an all time high totaling
100,999
combined morning and evening.

**El Paso is a Fine Place
To Do Business**

The El Paso Times
Morning and Sunday

El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

Thomas Holden, 72, Vice-Chairman of F. W. Dodge, Dead

NEW YORK, Nov. 4—Thomas S. Holden, 72, vice-chairman and former president of F. W. Dodge Corp., business paper publisher, died yesterday at the Engineers Club of a heart attack.

Dodge Corp. publishes *Architectural Record*, *Modern Hospital*, *Nation's Schools* and six other business publications in the construction, educational, real estate and hospital fields.

Born in Dallas, Mr. Holden was graduated from the University of Texas and Massachusetts Institute of Technology and later taught mathematics in both institutions before taking up the practice of architecture in Boston and in Akron. In 1919, after serving for a few months as an economics investigator for the U. S. Department of Labor, Mr. Holden joined

the Dodge organization here as chief statistician. In 1927 he became vp in charge of statistics and research. He was elected president of the corporation in 1941 and served until 1953, when he was elected vice-chairman of the board.

Mr. Holden was considered an expert on business conditions in the construction industry and wrote widely on matters affecting the building industry for newspapers and magazines, as well as for Dodge Corp. publications.

■ From 1935 to 1940 he was president of the New York Building Congress. He was a director of the Federal Savings & Loan Assn. and the Commerce & Industry Assn. of New York and vp of the John B. Pierce Foundation and the Regional Plan Assn. of New York. He was also a member of the National Assn. of Manufacturers, the business advisory council of the U. S. Department of Commerce, the American Institute of Architects, the Architectural League of New York, the Century and Engineers Clubs here, and of the National Press Club, in Washington.

MANN HOLINER

HOLLYWOOD, Nov. 4—Mann Holiner, 65, advertising executive and songwriter, was found dead of gunshot wounds Oct. 30 in his apartment at Chateau Marmont here. Police listed his death as a suicide. He was reported to have been in poor health for several months and to have been despondent since the death of his wife 18 months ago.

Mr. Holiner and his wife, professionally known as Alberta Nichols, collaborated on many Broadway musicals and pop songs. She wrote the melodies and he the lyrics for five editions of "Blackbirds" and other Shubert musicals. Mr. Holiner, known as "Holly" in radio and tv circles, completed a musical, "Cinderella," about a year ago, which he and his wife had worked on for several years. After CBS last year produced a Rodgers & Hammerstein tv version of a musical of the same title, Mr. Holiner filed suit against the network and the authors for alleged appropriation of his material in the tv spectacular.

■ In 1940 Mr. Holiner entered the advertising agency business as head of the radio department of Benton & Bowles here. He later joined the former Lennen & Mitchell agency as vp in charge of radio on the Pacific Coast. Two years ago he headed the Los Angeles office of Ted Bates & Co.

LLOYD WILLOUGHBY

HAMDEN, CONN., Nov. 4—Lloyd Willoughby, 62, veteran business publications space salesman, died here suddenly Oct. 29. He was an advertising representative for *Buyer's Purchasing Digest*.

Born in Chicago, Mr. Willoughby joined Conover-Mast in 1930 as a space salesman. He worked for *Mill & Factory* when he left the company in 1948.

Mr. Willoughby also worked for Industrial Publishing Corp. and Patterson Publishing Co. before joining *Buyer's Purchasing Digest*.



The coast-to-coast economy network... Air Express


CHECK YOUR AIR EXPRESS SAVINGS over any other complete air service			
CITY TO CITY...DOOR TO DOOR (for a 25 lb. package)	AIR EXPRESS		YOU SAVE
	Miles	Cost	
INDIANAPOLIS to OMAHA	586	\$5.65	\$4.95 to \$9.09
EL PASO to LOS ANGELES	701	7.25	1.40 to 6.89
CLEVELAND to DALLAS	921	9.65	.90 to 8.41
ATLANTA to DENVER	1421	12.05	1.80 to 7.98

Apply these typical examples to your shipping problems

Before many filmed programs or commercials go on the air, they go *through* the air—with Air Express. Choice for speed and economy, Air Express . . . symbolized by the big "X" . . . also offers exclusive one carrier door-to-door delivery to thousands of U. S. cities and towns! . . . Whatever your shipping problem, call Air Express first.

AIR EXPRESS

GETS THERE FIRST via U. S. SCHEDULED AIRLINES

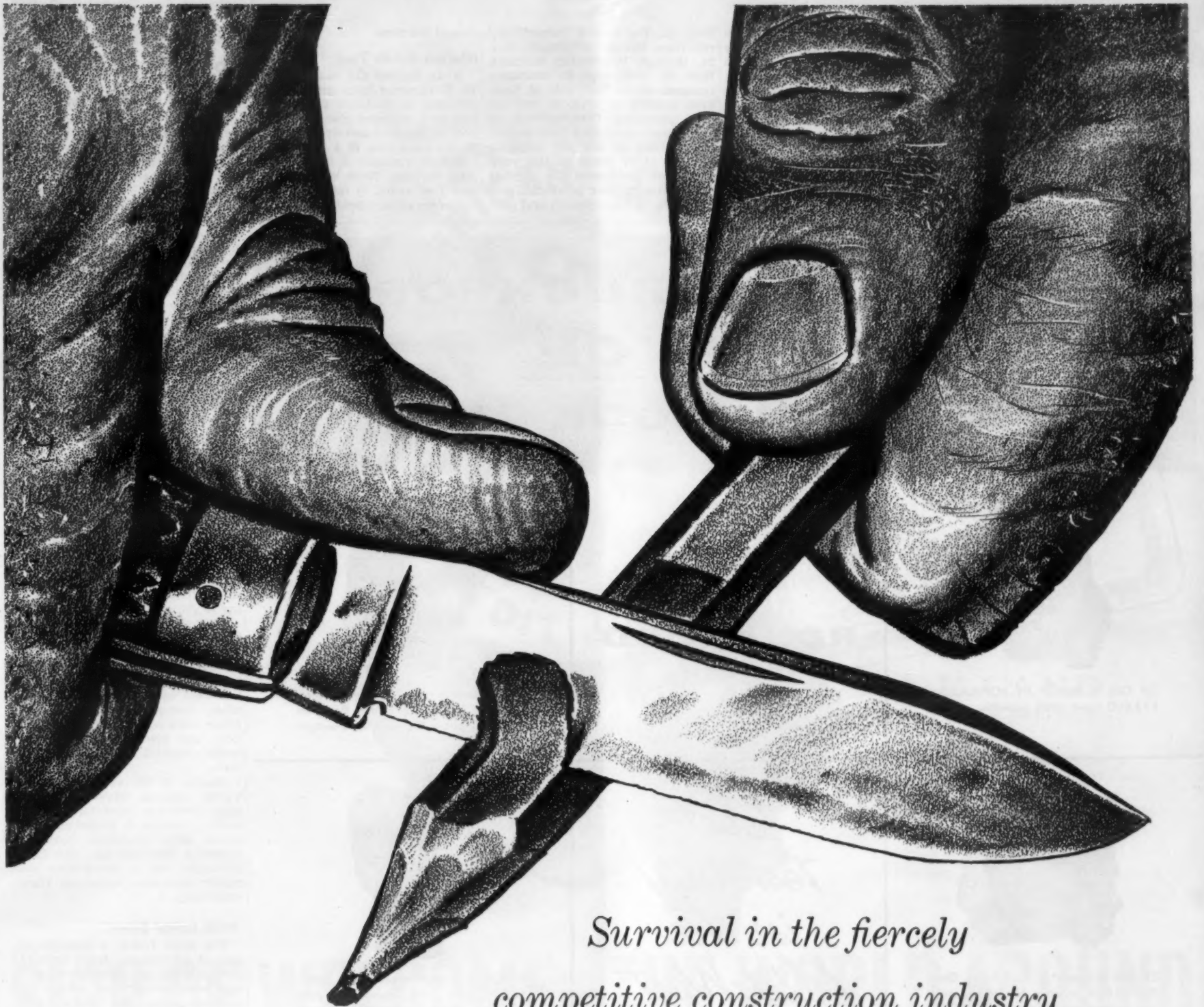
CALL AIR EXPRESS  ... division of RAILWAY EXPRESS AGENCY

TRAVEL SALES IN BULK

You sell a bus-load, a plane-load, a train-load at a time, when you sell group travel. Group travel is a regular editorial feature of the magazine that cuts across group lines to reach churches, schools, clubs, and other volunteer groups.

The FUND RAISER

The Magazine for Profitable Programing
91 PALLISTER, DETROIT 2, MICHIGAN



Survival in the fiercely competitive construction industry demands timely, accurate knowledge of constantly changing material, equipment and labor costs. For decades EN-R's exclusive cost indexes and reports have been the standard of the industry... depended upon daily by important construction men everywhere.

Sell EN-R's 79,000
and you sell the
men who build America

**ENGINEERING
NEWS-RECORD**

A McGraw-Hill Publication,
330 West 42nd St., New York 36

Scott Paper Sets November Drive for Scotkins Napkins
Scott Paper Co., Chester, Pa.,

will spend more than \$120,000 in an all-radio spot campaign for Scotkins paper napkins during the six shopping days preceding Thanksgiving, Nov. 27. Almost 500 stations in 250 markets will carry 10, 20 and 30-second spots which will say that Scotkins are "one paper napkin you don't need three of."

The first "wave" of spots will run from Wednesday afternoon, Nov. 19, through Friday morning,

Nov. 21. The second "wave" will run from Monday afternoon, Nov. 24, through Wednesday morning, Nov. 26. Scott says its consumer research shows that sale of Scotkins reaches a peak in the six days preceding Thanksgiving—or Christmas—averaging 18% to 20% higher than in any six shopping days at other times of the year. J. Walter Thompson Co., agency for Scott consumer products, prepared the announcements and pur-

chased the time.

Nielsen Boosts Two

A. C. Nielsen Co. has promoted W. F. Epmeier from general field manager in Nielsen's Chicago office to a midwest client servicing post in the food and drug division. At the same time W. F. Cummings, a district manager in the food and drug division, New York, for the past two years, is taking on new duties servicing clients in the East.

'Modern Railroads' Top Freight Ad Award Goes to C&O

CHICAGO, Nov. 4—The Chesapeake & Ohio Railway has been named the road which has done the most effective job of promoting its freight traffic in the past year.

The announcement was made in the November issue of *Modern Railroads*, which sponsored a nationwide contest to stimulate better selling of rail freight service. Honorable mention awards went to Chicago & Northwestern Railway, New York Central System and the Toledo, Peoria & Western Railroad.

A Gold Freight Car award will be presented to the C&O at a luncheon in Cleveland Nov. 11. The presentation will be made by David R. Watson, publisher of *Modern Railroads*, and Frank Richter, editor. Plaques will be given to the other winners.

■ The C&O won top honors for its campaign to advise shippers of the advantages of the railroad's car location information center. This is an all-Teletype car reporting system by which information is automatically furnished to all C&O on-line and off-line freight sales offices for immediate reporting to shippers and receivers.

The prize-winning campaign carried the theme, "How do you keep track of 93,000 kittens?" to tie in the C&O "Chessie" trademark with freight cars and service. C&O used newspapers, magazines, business publications and direct mail to support the promotion, and also conducted an internal program for its freight sales force.

Judges in the contest included Victor Ancona, advertising manager, American Machine & Foundry Co.; Charles P. Englehardt, national sales promotion manager, Schenley Distillers Co., and R. G. Edwards, vp of marketing and public relations, American Hardware Corp. #

'MRB Index' Bows

The MRB Index, a monthly digest of advertising trade publication articles on selected subjects, will begin publication with a November issue. The index, published by Marketing Reference Bureau, 2031 Union St., San Francisco, will sell for \$19 a year to charter subscribers who order before Dec. 31, 1958. Thereafter the rate will be \$27.50 a year.

Ad Council Lists '58 Campaigns

The Advertising Council, New York, has issued a 24-page annual report listing 20 major ad campaigns conducted in 1958 in the public interest. The council said more than \$20,000,000 in space and time was contributed by advertisers, print and broadcast media, transportation and outdoor advertising companies during the year for the "Confidence in a Growing America" campaign.

REMARKABLE ROCKFORD AT THE TOP ANY WAY YOU LOOK AT IT...



1st City in Illinois* IN POPULATION 123,800 latest SRDS estimate.



1st City in Illinois* in Total Retail Sales. \$232,637,000, 50% above the state and 68% above the national average.



1st City in Illinois* in Food Sales. Over \$2,000,000 annually, far above state and national averages.

Best Test-City in the Mid-West



1st City in Illinois* in Automotive Sales. \$49,560,000, 78% above the state and 85% above the national average.



1st City in Illinois* in Furniture — Household — Appliance Sales. \$18,261,000 or 144% above the state and 148% above the national average.



2nd City in the USA, in the manufacture of machine tools. Rockford has 452 diversified plants making over 300 different kinds of products.



Rockford is the center of a rich 13-county area of over half a million people in northern Illinois and southern Wisconsin.

* OUTSIDE CHICAGO

finest **FULL COLOR facilities**
ROCKFORD MORNING STAR
Rockford Register-Republic

JUST ASK FOR MARIE.. Call WAbash 2-8655!

Let Marie handle your complete mailings—including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 25 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.

431 S. Dearborn St. • Chicago 5, Illinois



ONE CARD
for all these services

- ✓ Hotels and motels
- ✓ All forms of transportation purchased at American Express offices and from travel agents displaying this emblem
- ✓ Car rentals ✓ Restaurants ✓ Night clubs
- ✓ Auto service and repairs
- ✓ Florists and gift shops
- ✓ Plus many other services

SIGN OF WELCOME—THE WORLD AROUND

This handsome gold-and-black emblem, displayed at fine places the world over, says: "Your signature, with your American Express Credit Card, is as good as gold here!"

THE CARD THAT BRINGS UNIVERSAL RECOGNITION — BECAUSE IT OFFERS THE MOST OF ALL!

Wherever you go, you'll notice this handsome gold-and-black American Express Credit Card emblem. And you'll notice *more* of them every day. For every day, new facilities are added to the American Express Credit Card.

Among them are restaurants, hotels, motels, resorts, night clubs, car rentals, auto service and repairs, gift shops, florists, telegrams and cables, theater tickets, stenographic services, parking facilities — and transportation, cruises, tours, sightseeing at American

Express offices and at travel agents displaying the emblem — plus many other services.

For this is the credit card backed by the American Express Company, with 108 years of financial stability and integrity — and an established reputation in world-wide travel, financial and other personal and business services.

If you appreciate the practical value and prestige of credit, as a modern way of life, you will certainly want American Express Credit Cards for yourself and your staff.

The coupon at the right is for your convenience.

.....

American Express Company 230
 Credit Card Department
 Box 1885, Church Street Station
 New York 8, N. Y.

Please send me an application for an American Express Credit Card.

Name _____

Address _____

City _____ Zone _____

State _____

Business or Firm _____

Fee, \$6.00 a year. Additional cards billed to the same account, \$3.00 each.

.....

AMERICAN EXPRESS COMPANY

Headquarters: 65 Broadway, New York 6, N. Y. • 400 offices in principal cities of the world

HOW **LIFE** CAN HELP YOU SELL DRUGS & TOILETRIES

37% of all the consumer dollars spent on drugs and toiletries in 1959 will come from households that read an average issue of LIFE.* This is one good reason why drugs and toiletries advertisers for the past 18 years—and again this year—have invested far more dollars for selling in LIFE than in any other magazine.

Until LIFE, no magazine had ever sold six million copies in a single week. Now LIFE does it week after week, a feat unique among general magazines.

But LIFE offers a drugs or toiletries advertiser more than just six million magazine buyers. LIFE is so sought after by reading Americans that a drugs or toiletries advertiser has a chance to reach additional millions of the best-spending families in the U. S. every week.

Here's how it works. LIFE's 6,000,000 copies reach 15,320,000 different households. And a recent Politz study indicates that an average issue of LIFE is read by 32,000,000 people.

Proof that LIFE offers drugs or toiletries advertisers their best market is the buying record of LIFE-reading households. By actual measurement, LIFE-reading households spend 37% of all dollars spent on drugs and toiletries in the U. S.*

But drugs and toiletries advertisers want continuity of sales impression, and here again LIFE delivers a quality audience in quantity.

Over the course of 13 issues, LIFE Magazine is read by 34,440,000 different households. (On the average, each of these households reads six issues out of thirteen.) And these households—representing 70% of total U. S. households—account for 79% of all U. S. expenditures for drugs and toiletries.

So much for the statistical analysis. Beyond these market dimensions, LIFE offers these other special selling advantages to drugs and toiletries advertisers.

A CHANCE TO SHOW YOUR PRODUCT AT ITS BEST

LIFE's superb reproduction gives you the BEAUTY you want—beauty that does full justice to your product and what it does for the consumer. The glow of health . . . the gleam of shining hair . . . the smooth beauty of a flawless complexion . . . the softness of a hand . . . the rich new shade of a lipstick . . . the whole image-building background of your product—all this comes through in LIFE as in no other advertising medium.

Now, when it is so important to show your product's

ONLY **LIFE** gives you so much



advantages, the effective reproduction you get in LIFE becomes a key factor in your choice of media.

**A CHANCE
TO CHANGE TACTICS AND STRATEGY**

LIFE gives you the FLEXIBILITY you want. Your budget is not locked into an irrevocable commitment months and months in advance. The needs of your market—not an advertising medium—should dictate your spending.

In LIFE you can launch or bolster a national sales campaign or change your advertising strategy in just a week's time.

For LIFE offers a special 7-day fast-closing for black-and-white and two-color advertisements. You can even close a four-color ad in as little as 22 days.

Only LIFE offers these special services, enabling advertisers to match the pace of modern marketing.

You can intensify your advertising in the periods when buying peaks up, and be assured of a maximum audience.

**A CHANCE
TO BE SEEN IN GOOD COMPANY**

LIFE gives your product the RESPECT you want. People value LIFE's editorial content, have confidence in the magazine...pay to read it regularly.

This confidence carries over to the advertising pages, adding an effective selling dimension to your message.

And advertising in LIFE makes welcome reading. For here readers learn news of famous products of every conceivable sort, handsomely illustrated by some of America's best artists and photographers.

When you advertise in LIFE, you are keeping company with America's finest companies, who have high standards in advertising to match your own. LIFE readers recognize—and freely concede—that the caliber of advertising in LIFE over the years has had an important influence on how they live, what they buy and what they are going to buy.

That's the unique selling climate you share in the pages of LIFE. Bigness. Beauty. Flexibility. Respect. And a wealth of customers in the mood to buy. LIFE can give you all of these.

*Source: LIFE's Study of Consumer Expenditures, an analysis of \$200 billion spent by U. S. households for consumer goods and services in 1956.

LIFE

9 Rockefeller Plaza, New York 20, N. Y.

selling power... so swiftly, so surely

Suburbia Today

The Magazine of Prospective Places

Leonard S. Davidson, Publisher
153 North Michigan Avenue, Chicago 1
November 3-1970

NEW YORK 33: 405 Park Avenue, Plaza 3-7905;
DETROIT 31: 3-223 General Motors Bldg., 151st St. 1-2262
CLEVELAND 18: 404 Hanna Bldg., 7th Street 1-4877
LOS ANGELES 8: Blanchard-Nichols Assoc.,
432 S. Westmoreland Ave., Dinkirk 8-6134
SAN FRANCISCO 4: Blanchard-Nichols Assoc., 33 Post St., Union 6-6341
MIAMI 35: J. Bernard Cohen,
Chamber of Commerce Bldg., Franklin 1-4941

"I've got \$10 that says my husband can push a lawnmower faster than your husband can."

The distinguished community newspapers that will carry SUBURBIA TODAY are read regularly, attentively and responsively by prosperous families with better homes, more children, higher incomes and (according to these proud gals), superior husbands as well.

Include SUBURBIA TODAY in your 1959 schedules . . . first issue January, 1959

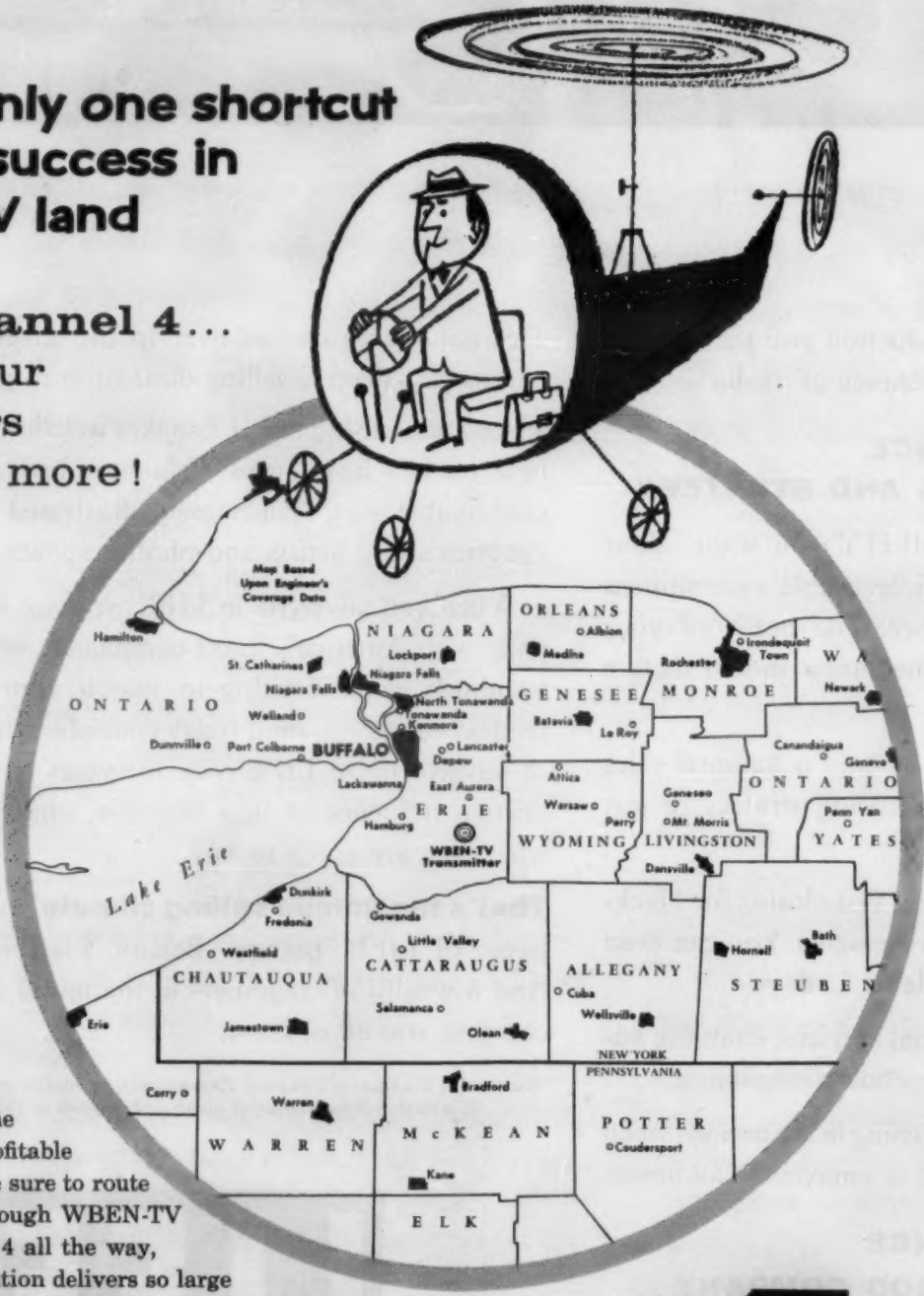
THE SMARTEST COLLEGE-BRED MAGAZINE OF NEWSPAPERS IN SELECTED SUBURBAN COMMUNITIES.

U.S. MISSILES: 1958

DREW 1,600 INQUIRIES—This color spread in the Aug. 11 issue of Aviation Week is reported to have produced 1,600 inquiries for Eastern Industries Inc., Hamden, Conn., and letters are still coming asking for prints of the ad without the advertising copy. The spread shows in four colors all current U. S. missiles in flight. Remsen Advertising Agency, New Haven, Conn., is the agency.

there's only one shortcut
to sales success in
WBEN-TV land

it's on channel 4...
where your
TV dollars
count for more!



Planning a trip to the promised land of profitable promotion? Then, be sure to route your TV dollars through WBEN-TV land. Take Channel 4 all the way, for no other area station delivers so large an audience, so consistently; and routes you through every important segment of this big spending market. It's a *tour de force*—Channel 4's ability to reach and sell the 4,000,000 consumers in WBEN-TV land. Call HARRINGTON, RIGHTER and PARSONS, our national representatives and let them map out your itinerary.

WBEN-TV CBS in Buffalo
THE BUFFALO EVENING NEWS STATION

CH.
4

'Modern Medicine of Canada' to Be Bilingual Book

TORONTO, Nov. 4—Canada will get its first bilingual magazine next January when *Modern Medicine of Canada* begins publishing in both English and French. The publication will be published as a split-run, with one part going to English-speaking doctors and the other a direct translation in French for French-speaking doctors. Format, cover, editorial content and most of the ads will be the same. Only the language will be changed. Canada has several English-language publications with French editions, but this is purported to be the only one which will give the same service at the same time in the same medium to both language groups. Announcement of the change came at a time when the Canadian parliament is readying a United Nations type of translation facilities for its members and when advertisers are giving increased recognition to bilingual marketing. The medical profession in Canada includes 16,000 English-speaking and 4,000 French-speaking doctors. #

Keller-Crescent Publishes 'After Five' Monthly

Keller-Crescent Co., 16-26 S. E. Riverside Dr., Evansville, Ind., has started publication of "After Five," a booklet "intended to provide an easy-to-read roundup of informative truths and informal trivia." The publication will be mailed monthly to anyone who requests it.

2 Join Communications Unit

Arthur R. Poutray, formerly with Ketchum, MacLeod & Grove, has joined Communications Counselors, New York, as account director in the industrial publicity department. Don E. Hopkins Jr., previously with N. W. Ayer & Son, also has joined Communications Counselors in New York.

MILLIONS OF INDOMITABLE SALESMEN...

They're the men and women and boys and girls who sell goods to raise funds for clubs, churches, and schools. You enlist them to sell your products through...

The FUND RAISER
The Magazine for Profitable Programming
91 FALLISTER, DETROIT 2, MICHIGAN



TOP-10

INDUSTRIAL PUBLICATIONS

electronics confirmed as among

Nearly 1,000 pages more advertising than the next electronics magazine

What does it mean *to the advertiser* that **electronics** is one of America's greatest industrial publications in terms of advertising sold (2,468 pages during the first six months, 1958)?

What does it mean *to the advertiser* that 26 full-time **electronics** editors contributed the equivalent of nine 300-page text books during 1957, and 1709.85 pages during the first six months of 1958 (a 30 percent increase over the same 1957 period)?

What does it mean *to the advertiser* that **electronics** readers currently average 6 hours 56 minutes every month studying the publication?

It constitutes a healthy endorsement by the industry of a powerful sales force working *for the advertiser*. It means that your advertising to the electronics industry is simplified. It means that **electronics** can *prove the excellence* of the magazine in most or all phases of publishing. It means that 52,000 design-research/production/management *paying subscribers* need the publication to keep abreast of electronics*. It means that you can concentrate your sales messages in the leading electronics publication for maximum effect.

*Ask your **electronics** representative to show you the "Electronics Profile Survey."

electronics

Published WEEKLY plus the mid-year **electronics BUYERS' GUIDE**

A MCGRAW-HILL PUBLICATION • 330 WEST 42nd STREET, NEW YORK 36, N. Y.





Anything...

can happen at **KMA**

Know where we can buy a good filling station? The way our Farm Director, Merrill Langhitt, has been traveling lately, we'll need one. Merrill will cover over 25,000 miles this year gathering on-the-spot information about the many facets that go to make today's modern "farm factory" a big, big business. This type of year-around service is a major reason KMA has become a must in homes of the great 69% non-urban population of our area.

You won't have to travel a step to get the KMA facts—just call any Petry man.

KMA SHENANDOAH, IOWA
THE HEART BEAT OF THE CORN COUNTRY
ABC AFFILIATED WITH
Represented by Edward Petry

PERSONALIZED—Only members who have worked ten years for the same employer and own their homes are eligible to be featured in a "morale-building" campaign in the Cleveland Plain Dealer. The Teamsters Joint Council-sponsored ads are designed to offset adverse publicity. Nelson Stein Advertising is the agency.

Morris Biarsky, American
 ... TALK ABOUT BEING A CAR DRIVER ...
 I've been an active member of the National Drivers Union, Local 65, since its organization in 1956 and its affiliation with the Teamsters Union.
 My last week's pay check was \$16. I've my weekly check over \$50. Of course the top I get any more.
 My last [unclear] was \$8 a [unclear].

Maquinaria Intercontinental, Mexico City, is exclusive representative throughout Mexico for several of the world's leading makers of construction equip-

ment and road-building machinery. The men who have helped to build this successful firm vote TIME Latin American their favorite magazine.



Too Much Work to Censor Liquor Ads, Illinois Board Says

SPRINGFIELD, ILL., Nov. 4—The Illinois liquor control commission, which had sought closer control over alcoholic beverage advertising by enacting a rule which required advertisers to submit ad proofs for state approval before the ads were permitted to appear, last week threw out that requirement.

"We decided that it was too much work to inspect all of the ads for alcoholic beverages which run in newspapers and magazines; we do not have the facilities," Edwin C. Podewell, attorney for the commission, told ADVERTISING AGE.

Mr. Podewell admitted that the commission has no control over newspapers and magazines, although the rule on advertising alcoholic beverages singles out only newspapers and magazines and no other media.

In its new form, the rule says alcoholic beverage ads in magazines and newspapers must conform with the state's restrictions on such ads. The restrictions are the same as those made by the federal government. #

ABC Films and Joseph Schenck Form TV Production Company

ABC Films, New York, has joined in a partnership with Joseph M. Schenck Enterprises to form a new tv film production company, World Television Programming. ABC Films recently sold its share of Rabco, a production company, which was co-owned with Hal Roach Studios.

The new company has already made its first sale. A dramatic series, produced by Collier Young, has been sold to Aluminum Co. of America (Fuller & Smith & Ross) for presentation over ABC-TV starting early next year. The show will be called "Alcoa Theater"; this same title will continue to be used for the company's alternate-week drama on NBC-TV.

Wagner to Close & Patenaude

Frank A. Wagner has been named creative director of Close & Patenaude, Philadelphia. He formerly was advertising and sales promotion manager of RCA Service Co.

On the first line of selling in Latin America

... the First Magazine is TIME Latin American



Says Mr. Eduardo R. Moya, General Manager of the company:

"TIME Latin American is an excellent medium for heavy equipment manufacturers we represent.

"In TIME our products are exposed to top level industrial and government purchasers—our best customers of today and tomorrow. Also, TIME builds prestige for manufacturers in areas where their names might otherwise be relatively unknown.

"Our people, like many other businessmen throughout Mexico, value TIME for its concise coverage of world news, for its up-to-date reporting on business, politics and other important fields."



In Latin America, more distributors read TIME regularly than any other magazine.

MAKE 'EM LAUGH!
 Friendly prospects buy quicker. Make yours laugh with the "Let's Have Better Letters" monthly mailings. Unusual — effective — economical — exclusive. Write for details on your business letterhead.
FREDERICK E. GYMER
 2123 E. 9th St., Cleveland 15, O.



*Whether your job be a small zinc
or a very complex four-color spread, our
standard is always the same . . . to make
the very finest photoengraving possible.*

Collins, Miller & Hutchings, INC.

*America's finest photoengraving plant
for letterpress and gravure*

333 WEST LAKE STREET, CHICAGO

VA

NEW ENGLAND EQUIPMENT DEALER
 "Inter-Locked" Market for
**HEATING • AIR CONDITIONING
 LP-GAS EQUIPMENT • APPLIANCES**
 See SRDS or write Needham 92, Mass.

Venus Opens Newspaper Drive
 Venus Pen & Pencil Corp., Hoboken, N. J., has launched a newspaper campaign in 32 markets plugging the Venus 365, a ball pen styled like a pencil. Page and fractional ads will be used, plus co-op advertising. Doyle Dane Bernbach Inc. is the agency.



Hitchcock Halpin Houle Montague Richards Goodwin

AD PAID OFF—When Michael T. Ryan, Fiat dealer in Haverhill, Mass., ran an ad in the Haverhill Journal, he got "highly satisfying" results: Five space salesmen and the ad manager of the newspaper showed up in his showroom as customers. Shown here with their new Italian cars are Paul Hitchcock Jr., Donald Halpin, Robert Houle, William Montague, Eugene Richards and Albert Goodwin, ad manager.

BE A COLONEL IN THE CONFEDERATE AIR CORPS.

You receive a handsome 9"x12" cleverly styled colored "Commission," an highest quality paper. Ideal for framing for bar—do—study or office. PLUS a wallet size ID card establishing world-wide recognition of your honored rank. Your name, or recipient's, is securely inscribed on both at no extra cost. Makes a clever gift for friends, for the boss or for clients, and can be sent direct with your "Congratulations" enclosed if you wish.



Now you can be a COLONEL in the World's Most Distinguished Mythical Organization

The commissions are something really new for conventions and sales meetings. Be sure to specify name to appear on Commission and ID card, and mailing instructions. Send cash, check or money order to: HQ CONFEDERATE AIR CORPS MONTGOMERY, ALABAMA "The Cradle of the Confederacy" \$1.00 postpaid Add 20¢ each for Air Mail Handling

© "CAC" Copyrighted 1958

NEWSPAPERS GIVE YOU CONCENTRATED COVERAGE

Where You WANT IT!

The Flint Journal, Flint's only daily newspaper, has saturated Flint's Retail Trading Zone with 97% of its circulation. Complete coverage of one of America's outstanding, growing markets is available to National Advertisers at one low cost—Consult Your Advertising Agency!



THE FLINT JOURNAL

NATIONAL REPRESENTATIVES: A. H. Kuch, 260 Madison Ave., New York 16, MUrray Hill 5-2476 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972

A Booth Michigan Newspaper

WSAAA Sets Four-Part Media Relations Policy

LOS ANGELES, Nov. 4—Bidding for closer cooperation between media and agencies, the Western States Advertising Agencies Assn. has announced a new media relations policy for the 90-member organization.

At the first of what is planned as an annual relations meeting, Rod Mays, Mays & Co., WSAAA president, reaffirmed a four-part media relations program:

- The establishment and continuance of a permanent media relations committee.
- The inauguration of an annual media relations meeting.
- An invitation to media to make industry presentations at the group's annual conference.
- A traditional encouragement of close relationship of media with the association.

Mr. Mays said the association is now requesting of media, individually and through media associations, "opportunities to make WSAAA presentations of the agency business to media personnel. We believe that agencies in general have a great deal to do with the success of media in particular. "We believe it is therefore as important that media know the agency story as that agencies know the media stories, so that media may in their own enlightened self-interest, support, defend, and expand the agency system."

He also called for the establishment of agency relations committees within media groups to work with agency media relations activities. This can strengthen the media-agency partnership and fulfill its potential for the benefit of both, Mr. Mays asserted.

To carry out such an objective, it was urged that there be established an over-all media-agency activity, composed of industry representatives from all major media or their associations, together with representatives of WSAAA. #

Advertising Unlimited Now Linder, Beringhouse, Lawrence

Advertising Unlimited, Los Angeles, has changed its name to Linder, Beringhouse & Lawrence. Principals are Seymour Beringhouse, president, and Normond Linder, vp. Ralph Lawrence, formerly in production, is now an account executive and will direct radio and tv operations.

The postmarks are actual reproductions

MEMO TO:



... and all other
advertising agencies and
all national advertisers of
consumer merchandise

SUBJECT:



For 2¢—or even less—of your advertising dollar you can have a consistent, large-space Grit schedule. Grit is essential to give your campaign *balanced national coverage*. That's because Grit concentrates on the market where other national publications lag—nonsuburban small towns of 2500 and less. It takes Grit to sell small-towners!



Grit Publishing Co., Williamsport, Pa. • Represented nationally by Scolaro, Meeker & Scott in New York, Chicago, Detroit, Philadelphia; and by Doyle and Hawley in Los Angeles and San Francisco



ONE OF THE
FIRST 100 MARKETS
with 56% population on the Illinois side

ROCK ISLAND ARGUS

MOLINE DISPATCH

Two Evening Newspapers that
Cover 3 of the 4 Quad-Cities
without Duplication — Full
ROP Color Available Daily!

**Alaska Bans Outdoor Signs
Near All Highways**

A new regulation banning outdoor advertising signs within the right-of-way on all highways in rural areas and public utility districts in Alaska has been issued by Frank Metcalf, commissioner of highways and public works. The regulation, which virtually bans all outdoor signs on public roads in the new state, bars erection of future signs and requires removal of signs now standing.

Mr. Metcalf said "a reasonable time will be allowed for removal" before police enforcement of the regulation begins.

Gordon Adds 2 Accounts

Grant Gordon & Associates, San Francisco, has been named to handle advertising for Thur-O, Di-Mo and Minit-Foam, products of Diamond Chemical Co., and for the Monitron automatic control system manufactured by Moore Associates, Redwood City, Cal.



BOOSTER—Union Pacific Railroad pitches for passengers with a new series running in Oregon, Washington and Idaho newspapers. Caples Co., Portland, is placing the ads.

In the **BANKING FIELD**
READER INTEREST and
ACTUAL READER AUDIENCE
COUNT MORE than so called
"COVERAGE"



That is why, with more than 16 billion dollars in correspondent bank deposits at stake, more than five times as many banks advertise in the **AMERICAN BANKER** every year, as in the three other leading banking publications combined. And, of course, the reason banks advertise in the banking press is to develop their business with other banks, large and small, all over the United States.

The following figures show the total number of different banks that advertised in the four major banking publications during 1957:

American Banker	1,083
Burroughs Clearing House	86
Banking	82
Bankers Monthly	33

NINE OF THE AMERICAN BANKER'S 1,083 BANK ADVERTISERS ALONE RAN MORE SPACE IN ITS PAGES LAST YEAR, THAN THE TOTAL OF ALL BANK ADVERTISING THAT APPEARED IN ANY ONE OF THE OTHER PUBLICATIONS.

The **AMERICAN BANKER** is the one and only trade daily of the banking profession and its voluntarily paid circulation in this

field includes banks representing 93%, plus, of the total bank deposits of the nation.

No other banking publication in the country has so many voluntarily paid subscriptions among Top Management Bank officers, even though the **AMERICAN BANKER'S** subscription rate of \$25 a year is at least five times as high as any other. Moreover, as the average copy of the **AMERICAN BANKER** is read by upwards of seven bank officers, it has an actual reader audience of more than 60,000 bankers every business day.

Bankers read it for the same reason everyone reads his daily newspaper.

In buying space in the banking press, be guided by the experience and example of the banks themselves. Bankers know what bankers read, and they know their best advertising buy, and yours, is the

American Banker

The Only Daily Banking Newspaper
32 STONE STREET • NEW YORK 4, N. Y.

**Coming
Conventions**

- *Indicates first listing in this column.
- Nov. 9-12. Assn. of National Advertisers fall meeting, The Homestead, Hot Springs, Va.
- Nov. 10-11. National Newspaper Promotion Assn., southern regional meeting, Barringer Hotel, Charlotte, N. C.
- Nov. 13-14. National Business Publications, Chicago regional conference, Drake Hotel, Chicago.
- Nov. 16-19. Broadcasters' Promotion Assn., annual seminar, Chase Hotel, St. Louis.
- Nov. 17. American Marketing Assn., regional industrial marketing conference, Toledo, O.
- Nov. 17-19. Southern Newspaper Publishers Assn., annual convention, Boca Raton Hotel and Club, Boca Raton, Fla.
- Nov. 18-19. Radio Advertising Bureau, national radio advertising clinic, Waldorf-Astoria, New York.
- Nov. 20. Business Publications Audit of Circulation, annual meeting, The Biltmore, New York.
- Nov. 20. Television Bureau of Advertising, sales advisory committee meeting, Waldorf-Astoria Hotel, New York.
- Nov. 21. Television Bureau of Advertising, annual meeting, Waldorf-Astoria Hotel, New York.
- Nov. 25. National Business Publications, Los Angeles Regional Conference, Hotel Statler.
- Nov. 26. National Business Publications, San Francisco regional conference, Sheraton-Palace.
- Dec. 28-30. American Marketing Assn., national winter conference, Morrison Hotel, Chicago.
- Jan. 23-25, 1959. Advertising Assn. of the West, midwinter conference, San Jose, Cal.
- April 5-8, 1959. Sales promotion division, National Retail Merchants Assn., Eden Roc Hotel, Miami Beach.
- April 12-16, 1959. National Business Publications, annual spring meeting, Jocke and Paradise Inns, Phoenix, Ariz.
- April 16-19, 1959. Advertising Federation of America, 4th District annual convention, Desert Ranch and Colonial Inn, St. Petersburg, Fla.
- May 24-27, 1959. Associated Business Publications, 53rd annual meeting and management conference, Skytop Lodge, Skytop, Pa.
- June 8-11, 1959. Outdoor Advertising Assn. of America, national convention, Sherman Hotel, Chicago.
- *June 14-17, 1959. National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.
- June 28-July 2, 1959. Advertising Assn. of the West, 56th annual convention, Tahoe Tavern, Tahoe City, Cal.

**BEST
ENDORSEMENTS
YOU CAN GET...**

When a group from a church, club, or school sells your products they are endorsing them. They stand high in their communities — give you a big dividend in prestige. You reach 110,000 groups through...

The FUND RAISER
The Magazine for Profitable Programming

31 PALLISTER, DETROIT 2, MICHIGAN



This new 4c black-and-white commemorative stamp was issued in a quantity of 120,000,000 Sept. 22 to honor journalism and freedom of the press.

***Power** ...to get and print the truth...
to protect the public interest...to serve a free community*

THE CHICAGO DAILY NEWS

is the only Chicago paper in history
to win the coveted Pulitzer Prize for
meritorious public service...and the
News has won it twice!*

**In addition, eight individual Pulitzer Prizes have been
awarded to members of the Daily News editorial staff*

USE THE POWER OF THE "NEWS"
IN CHICAGO

Watkins Adds 13 to Book of '100 Greatest' Ads

Thirteen new print advertisements will be included in the revised edition of "The 100 Greatest Advertisements," due for release early next year.

Julian L. Watkins, vp and member of the plans board of Leo Burnett Co., is author of the book. He selected only print ads, despite the growth of television, because this, he explains, is the area he feels competent to judge.

All but one of the 13 newcomers have been produced within the 10 years since the first book was published. The exception is an ad series for Joint Coffee Trade Publicity Committee in the early 1920s which, Mr. Watkins said, was instrumental in giving birth to the

coffee break.

Faced with the problem of keeping the book's original title—and keeping it meaningful—Mr. Watkins has moved 13 of his original selections out of the text. They will appear in an appendix to the book, however.

The 13 being replaced are ads for Mennen's shaving cream, B. Altman & Co., Royal typewriters, Rogers Peet Co., Farm & Fireside, Zarech clothier, Commonwealth & Southern Corp., Salada tea, Stryker Soap Co., Bruggner's store, American Mutual, Southern Pacific Railroad and the Advertising Council.

Dover Publications, New York, will publish the revised edition.

THE LONGEST LEFT TURN IN HISTORY
The new 1957 Ford hurtles over the Salt Flats at Fontana, 108.16 mph for 50,000 hot miles.

"At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock"
What makes this noise the loudest in the world? This is really the loudest noise in a nearly perfect environment—see an original Rolls-Royce engine.

Soup on the Rocks!
Once a day... every day... SOUP!

FORD MOTOR CO.—"Full of brilliant persuasion, colorful imagery, action, conviction and believability," says Mr. Watkins of the three-page Ford magazine ad, "The longest left turn in history" (J. Walter Thompson Co.).

ROLLS-ROYCE—David Ogilvy's brilliant work to make "the best advertisements in the world" for "the best car in the world" is one of three new auto ads to be included in "The 100 Greatest Advertisements." "You didn't have to wait to learn the results to know this ad was great," the author writes (Ogilvy, Benson & Mather).

CAMPBELL SOUP CO.—Mr. Watkins says the idea for a "Soup on the rocks" campaign was born in a conference called to "consider ways to put some new excitement into soup..." (Batten, Barton, Durstine & Osborn).

All the rest of your natural life
The first lady. And the first step toward the first world. And the first day of school. And the first moment. And the first time you lay on your side. And the first time you see the stars and stripes and the first time you see the stars and stripes and the first time you see the stars and stripes.

Who...Me?
Yes, Madam, you can make a cake of the very same kah, well-turned-out appearance as the cake you see here. And you do it without raising a single hair on your pretty brow. How do you do it?... By merely adding milk to either of the two new Pillsbury mixes... you triumph, you please, you make everybody very, very happy. How about a Pillsbury Mix Cake tonight? How about...YOU?

GENERAL MILLS—"Of all corporate symbols," Mr. Watkins says, "Betty Crocker [insert] is probably the best known among women." He selects the entire Betty Crocker campaign for inclusion in his book, and notes that the magazine ad shown here received one of the highest Gallup and Starch scores among General Mills ads (Batten, Barton, Durstine & Osborn).

POLAROID—Sales at Polaroid rose from \$23,501,000 in 1954 (when Doyle Dane Bernbach took the account) to \$48,043,000 in 1957, Mr. Watkins reports. "This was done without the introduction of any new camera or change in price structure," he noted, pointing up the effectiveness of the ad campaign (Doyle Dane Bernbach).

PILLSBURY CAKE MIXES—Pillsbury took cake mix advertising out of the "convenience" category and "served up quality and appetite appeal as it had never been served up to this big cake-hungry world before with these ads," Mr. Watkins writes (Leo Burnett Co.).

The filter doesn't get between you and the flavor!

Marlboro
THE NEW FILTER CIGARETTE FROM PHILIP MORRIS

Yes, this easy-drawing but hard-working filter sure delivers the goods on flavor. Popular filter price. This new Marlboro makes it easy to change to a filter. This one you'll like.

MADE IN BIRMINGHAM, ALABAMA, FROM A NEW PAPER, HEAVY WEIGHT.

Like a cool breeze...
Refreshing as the land of sky blue waters!

Hamm's
...the BEER refreshing
Holidays ahead... better stock up!

Starting Dec. 23 the Atlantic Ocean will be 20% smaller

EL AL

MARLBORO—The Marlboro man campaign was one of two new "greatest" ads to come out of Mr. Watkins' own shop. "The Marlboro Man is a credit to advertising in general, to cigaret selling in these days of blatancy and blah, and particularly to Philip Morris Inc. for the courage to follow instincts rather than being scared off by some negative findings in early copy testing," Mr. Watkins says (Leo Burnett Co.).

HAMM'S BEER—This ad symbolizes the entire Hamm's theme "Refreshing . . . from the land of sky blue waters," which Mr. Watkins calls "a success story as good as they come" (Campbell-Mithun).

EL AL ISRAEL AIRLINES—Says Mr. Watkins: "The Atlantic Ocean was 20% smaller and the advertising business was a whole lot bigger the morning this ad came in on the tide of newspaper pages . . ." (Doyle Dane Bernbach).

The man in the Hathaway shirt

American men are beginning to realize that it is not only their good sense and taste, but also their working efficiency, that is being served by a shirt. The growing popularity of HATHAWAY shirts, which are a step in the direction of a more efficient and comfortable manner of wear. They make you look younger and more distinguished, because of the subtle way HATHAWAY cut them. The shirt that is tailored more precisely, and is therefore, more serviceable. This is no longer just an old-fashioned shirt. It is a new shirt, and it is new to you.

The HATHAWAY shirt is made from the finest cotton in the world—Egyptian and Indian. It is made in England, where the finest shirt-making tradition has been passed down from father to son for generations. It is the shirt that is made to last. It is the shirt that is made to be worn. It is the shirt that is made to be seen.

At better stores everywhere, or write C. P. HATHAWAY, Whiteville, Maine, for the name of your nearest store. In New York, telephone MU 9-4117. Prices from \$4.95 to \$12.95.

Chevrolet's special hill-flatteners!

162 hp V8
180 hp V8

See Your Chevrolet Dealer

COFFEE
-the universal drink-

"I drink it every afternoon"

COFFEE - the universal drink.

women's week

One of the buyers for our Ladies Shops put her head in our office. "If you can stop talking about cleaning neckties for a few minutes," she said, "you might remind your vast audience that this is a very important week for women."

"To begin with, it's National Business Women's Week, a week set aside every year to pay tribute to women in business and the professions for the contribution they make to the nation's progress."

"What's more," she said, "Thursday has been proclaimed by the Mayor as League of Women Voters Day. They picked Thursday because that's the first day of registration for the November 4 elections. If you aren't registered you can't vote for Governor or Senator or anything. And this year there are two Amendments, three Propositions and one Question to vote on. They're all explained in a very clear and non-partisan way in a 4-page folder called 'Facts for Voters' that the League puts out."

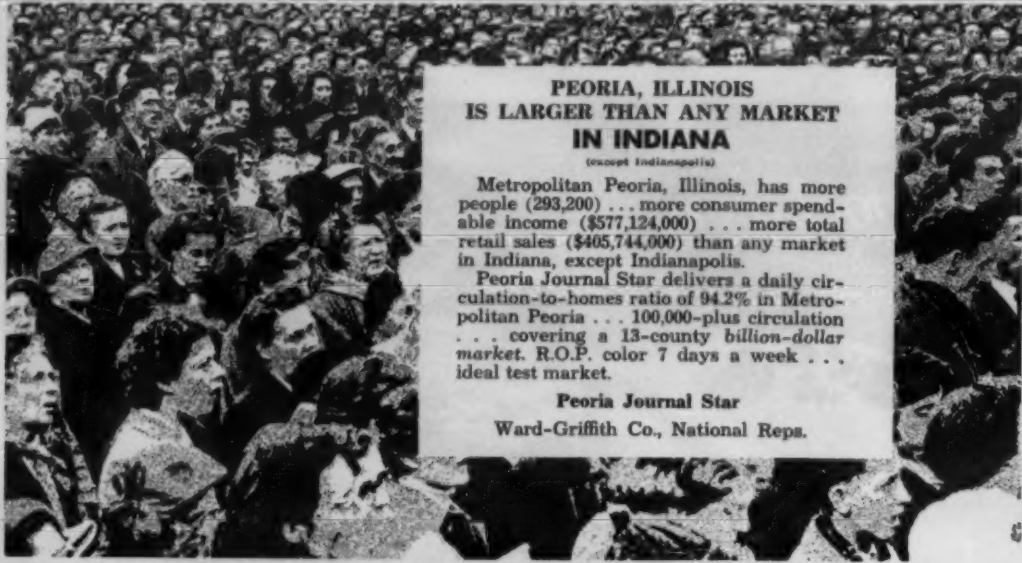
We managed to interrupt. "Wouldn't it be a good idea if Wallachs offered to give away copies?" "It would indeed," she said. "That's exactly why we ordered them, and sent them out to all our stores. Just tell the people they'll find them on the counters, right up front."

481 Campaign 1958, Wallachs

HATHAWAY SHIRTS—The Hathaway man and his eyepatch have inspired a whole school of advertising, "a school which I deplore," says David Ogilvy, whose agency created the campaign. But it sold a lot of shirts, sales figures indicate (Ogilvy, Benson & Mather).

CHEVROLET—One of three automotive ads to be added to Mr. Watkins book, "Chevrolet's special hill-flatteners" helped change the car's image from "old reliable into a flash of fire" in 1955 (Campbell-Ewald).

COFFEE—The only new addition to the book which did not run in the past decade is this ad, part of a campaign for the Joint Coffee Trade Publicity Committee in the early 1920s. These ads, Mr. Watkins says, began that bane of the bosses—the coffee break (N. W. Ayer & Son). WALLACHS—Leslie S. Pearl writes these all-copy newspaper ads for Wallachs store in New York several times each week. Mr. Watkins says of the copy: "The persuasion is not hidden here. It sticks right out in beautifully written text that warms your heart . . ." (Les Pearl).



**PEORIA, ILLINOIS
IS LARGER THAN ANY MARKET
IN INDIANA**
(except Indianapolis)

Metropolitan Peoria, Illinois, has more people (293,200) . . . more consumer spendable income (\$577,124,000) . . . more total retail sales (\$465,744,000) than any market in Indiana, except Indianapolis.

Peoria Journal Star delivers a daily circulation-to-homes ratio of 94.2% in Metropolitan Peoria . . . 100,000-plus circulation . . . covering a 13-county billion-dollar market. R.O.P. color 7 days a week . . . ideal test market.

Peoria Journal Star
Ward-Griffith Co., National Reps.

**Joseph Joyce, 48,
Donahue & Coe VP,
Is Heart Victim**

NEW YORK, Nov. 4—Joseph R. Joyce, 48, vp in charge of the grocery products division of Donahue & Coe, died Oct. 28 of a heart attack.

Mr. Joyce had rejoined Donahue & Coe in 1956 when the agency acquired the \$1,000,000 Bosco account from Ruthrauff & Ryan (AA, April 9, '56). Between 1948 and 1956 he was a vp and account supervisor in charge of the Bosco account at both Robert W. Orr Associates and at R&R. Before 1948 he had been with Donahue & Coe as an account executive for a number of years.

Born in Columbus, O., Mr. Joyce was graduated in 1931 from Yale University's Sheffield school of engineering. After business experience which included sales and merchandising in the grocery field,

he served as a commander in the Navy in World War II. Following the war he entered advertising here with D&C.

JOSEPH REILLY

NEW YORK, Nov. 4—Joseph Reilly, 88, board chairman of Electrographic Corp., prominent in the graphic arts field here for more than 50 years, died Oct. 31 at Columbia-Presbyterian Medical Center.

Born in County Longford, Ireland, Mr. Reilly came to the U. S. at 19 and learned the electrotyping business in Boston. He came to New York a few years later and joined Publishers Printing Co., of which he subsequently became part owner.

In 1906 he formed the Reilly Electrotype Co.; in 1928 he established Electrographic Corp. which, with its subsidiaries, became a major national producer of electrotypes, typography and commercial art. Mr. Reilly was also founder and president of Oxy-Dry Sprayer & Power Corp., which makes equipment to prevent offset of ink in printing.

Mr. Reilly invented and developed a number of processes and improvements in the graphic arts field. He is credited with having produced, in 1945, the first plastic plates used to replace metal plates or mats in newspaper reproduction. He also developed Thermo-Set plastic in making phonograph records under the Hit of the Week label.

Mr. Reilly was a charter member and the oldest member of the Craftsman's Club. He also belonged to the Manhattan Club, Toughs Club, Turf & Field Club and the Irish Historical Society.

JACK CRUTCHER

BRUSSELS, Nov. 4—Jack R. Crutcher, 42, of National Broadcasting Co.'s international division, died here Oct. 25 of a cerebral hemorrhage. He had been in Belgium since last March in charge of color television productions for NBC in the American pavilion at the Brussels world fair.

Born in St. Louis, Mr. Crutcher worked for New York City News Service; The Municipal Opera Assn., St. Louis; NBC's international division and, during the war, the Office of War Information and, later, Armed Forces Radio Service. Following the war, he was with Voice of America and was a writer and director in Hollywood before rejoining NBC. Before his Brussels assignment he had served NBC's international division in Saudi Arabia. He had also written or directed a number of network tv shows, including "Ozzie & Harriet," "My Friend Irma," "My Favorite Husband" and "My Little Margie."

SHERMAN F. GLENDING

RIDGEWOOD, N. J., Nov. 4—Sherman F. Glending, 53, advertising manager of *Contractor Magazine*, died Oct. 24 at his home here. He had suffered from a heart ailment for about a year.

He was one of the original founders of the semi-monthly plumbing-heating-air-conditioning business publication in 1954. Previously he had been New York salesman for *Plumbing & Heating Business* since 1946.

Mr. Glending was born Sept. 4, 1905, in Stamford, Conn. He was graduated from Yale University in 1926.

He began his advertising career with *The New Yorker* at the time of its founding.

He served four years in World War II, coming out in 1945 as an infantry captain. He was a member of the Yale Club.

His father, George R. Glending, is editor and vp of a New England banking publication, *Banker & Tradesman*.

if

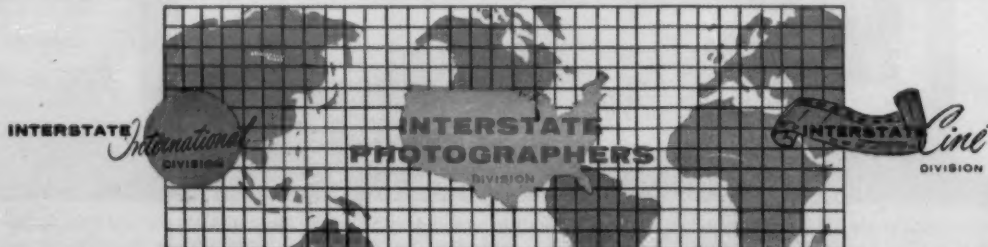
your 1958 budget is spent or committed and there are photographic or reporting assignments that should be handled now, call collect, wire or write. We will be more than happy to bill you after January 1, 1959.

Now, with six offices, all closely integrated, in six key geographical areas, INTERSTATE can exercise an even tighter, more intimate supervision of your photographic requirements.

We use 50 of our own staff people, plus 2400 local-level photographers, 1100 cinematographers, 600 industrial reporters (all screened and all directed from one central office) to handle over 11,000 assignments annually.

Our rates are standardized (it costs no more to do a job in Seattle, Miami, Tucson or Indianapolis than it does in Mesquite, Nevada); pre-determined (you will always know in advance what your total cost will be); and realistic.

INTERSTATE sets the pattern for photo and user-benefit reporting (you can order one or both, of course) on the national and international level. No one else in the field approaches our scope of activity . . . our rapidity of job completion . . . our sensitivity to deadline commitments . . . our very professionalism . . . and our operating philosophies. For example, the client who uses us 5 times a year pays the same rate, gets the same quality, as the one who calls upon us 700 times a year. There is, in truth, no other feasible, practical way to get photographic illustrations or user-benefit case-history reporting on a national scale.



INTERSTATE INDUSTRIAL REPORTING SERVICE, INC.

EXECUTIVE OFFICES: 675 FIFTH AVE., NEW YORK 22, N. Y., MURRAY HILL 8-1880
MIDWEST REGIONAL OFFICE: 469 EAST OHIO ST., CHICAGO 11, ILL., MICHIGAN 2-0080
WEST COAST REGIONAL OFFICE: 700 MONTGOMERY ST., SAN FRANCISCO 11, CAL., GARFIELD 1-1987
DISTRICT OFFICES: PARK AVENUE BLDG., N. W. COR. PARK & ADAMS AVES., DETROIT 26, MICH., WOODWARD 1-6900
B. F. JONES BLDG. ANNEX, 311 ROSS ST., PITTSBURGH 19, PA., COURT 1-2990
3939 WILSHIRE BLVD., LOS ANGELES 5, CAL., DUNKIRK 5-7161
ALEXANDER ROBERTS: PRESIDENT AND GENERAL MANAGER

PHOTOS OR CASE HISTORY REPORTS . . . ANYWHERE . . . TEN DAYS NORMAL DELIVERY

HERE SOON

'59



That old new-car fever's here again . . .

. . . so watch for AUTOMOTIVE NEWS' Auto Show Issue of 1959 models coming December 1

Again this year the editors of AUTOMOTIVE NEWS will publish their annual Automobile Show Issue. Here's what you as an advertiser can look forward to in this greatest selling issue of the year:

1. Every American automobile featured in beautiful full-color.
2. Additional illustrations showing principal models of each make and top selling features.
3. A complete section on trucks showing new models and other data.
4. Feature stories about industry suppliers including new developments on '59 models.
5. Engineering and styling developments.
6. Prices and specifications of all American automobiles.

7. Advertising news on each make including plans for 1959.

These, and other outstanding features will make the December 1 issue of AUTOMOTIVE NEWS the most thoroughly read of the year by more than 44,000 automobile men. For this reason alone, you won't want to miss it. What's more, over 2,500 additional copies will be mailed to factory executives and their advertising agencies.

This is the issue which is a favorite of many advertisers who want to show their products in three or four color. Using full-color is easy in AUTOMOTIVE NEWS and costs much less than you might think. If you have any kind of three or four color plates, your AUTOMOTIVE NEWS representative can show you how to utilize these in

the show issue and, in most cases, completely eliminate production costs.

Don't miss this big selling issue! Your AUTOMOTIVE NEWS representative has complete details. Why not call today!

NEW YORK: Edward Kruspak, Howard E. Bradley, Ray Billingham, Murray Hill 7-6871

CHICAGO: J. Goldstein, Bill Gallagher, State 2-6273

DETROIT: R. L. Webber, William R. Maas, Roy Holihan, Woodward 3-9520

SAN FRANCISCO: Jules E. Thompson, Douglas 2-8547

LOS ANGELES: Robert E. Clark, Hollywood 3-4111

**RESERVE SPACE NOW
1959 AUTO SHOW ISSUE**

Published: Dec. 1, 1958

Closing Date: Nov. 19, 1958

The most influential publication in the automotive industry.



The Newspaper of the Industry

AUTOMOTIVE NEWS

ENGINEERING MANUFACTURING MERCHANDISING SERVICE

Vol. XXXI, No. 1081 OCTOBER, 1958, 1st. 25¢

744,000 New Cars Now vs. 679,000 in '57 . . .

Stocks Dip but Top Year Ago

Top Cars

1958	1957
1956	1955
1954	1953
1952	1951
1950	1949
1948	1947
1946	1945
1944	1943
1942	1941
1940	1939
1938	1937
1936	1935
1934	1933
1932	1931
1930	1929
1928	1927
1926	1925
1924	1923
1922	1921
1920	1919
1918	1917
1916	1915
1914	1913
1912	1911
1910	1909
1908	1907
1906	1905
1904	1903
1902	1901
1900	1899

TESTING

Johnson & Johnson
First Aid Cream
Antiseptic was tested
in the Portland, Maine
market, the ideal
test city.



PORTLAND PRESS HERALD • EVENING EXPRESS
AND SUNDAY TELEGRAM

100% coverage of city zone
94% coverage of ABC retail zones

ONE • SIX • TWO

That's the order in which Portland, Maine rates as a test market. . . . 1st in U. S. cities of 150,000 pop. 6th in U. S. cities regardless of population and 2nd in New England regardless of size of population.*

PORTLAND, MAINE NEWSPAPERS

* source Sales Management

represented by the
Julian Mathews Special Agency, Inc.

Co-op Worries Manufacturers, Too: Frawley

Problems of Fairness,
Legality Hamper Use,
Says Babbitt Exec VP

NEW YORK, Nov. 5—Manufacturers are highly sympathetic with retailers' gripes about cooperative advertising but they haven't been able to find any easy answers to the co-op problem, according to Michael P. Frawley, exec vp, B. T. Babbitt Inc., in the November issue of *Super Market Merchandising*.

Mr. Frawley writes in answer to an earlier article by John O. Whitney, president, Whitney Advertising Agency, Tulsa, which handles

the Sipes Food Chain account. Mr. Whitney was replying to an editorial attack by *ADVERTISING AGE* on a Sipes ad spoofing co-op advertising. AA called the ad smart alecky and said nobody forces co-op ad money on retailers. Mr. Sipes answered, among other things, that the small store that doesn't use the co-op allowance is helping pay a bigger store's case allowances, since the cost of the co-op allowance is probably reflected in the cost of the merchandise (AA, Oct. 20).

■ Mr. Frawley injects the manufacturer's viewpoint into this dialectical exchange by agreeing that co-op must be made both cooperative and advertising. But he finds three stumbling blocks in the way of reaching this goal. They are: The need to be fair; the need to be legally pure, and the need to make the legal mind change its spots.

The first stumbling block he describes as the manufacturers' problem: How to be fair to the large chain, the wholesaler, the independent, etc.

The second stumbling block involves violations of the Robinson-Patman Act, with money penalties and loss of good will, Mr. Frawley writes.

The third stumbling block he called "the fixed principle" most lawyers believe in, an attitude which Mr. Frawley sums up as, "You can't get in trouble if you don't change anything." "If a lawyer doesn't know what Robinson-Patman will hold still for," Mr. Frawley notes, "he can't get in trouble by saying, 'No'."

■ Mr. Frawley then outlines steps being taken by Babbitt to help solve the co-op situation. These are:

1. Preparation of contracts fair and equitable to all parties.

2. Paying co-op allowances on any advertising medium featuring Babbitt products, including radio, tv, circulars, etc., as long as it's a medium purchasable by any of Babbitt's customers.

3. "We're asking suppliers to inform us as quickly as they can of any special advertising efforts that can benefit both the store and our products."

4. Encouraging store-directed programs, whether by radio, tv, newspapers or direct mail "because when the store does a selling job, they do a good job. If we're part of a participating program, though, we'd like the same kind of effort you put on selling spinach or hamburger."

■ 5. Supermarkets are being invited to participate in advertising experiments on a co-op basis, indicating how more advertising or more varied kinds of advertising can pay off both the store and Babbitt.

6. Babbitt is working with wholesalers and voluntaries to try and make co-op more effective and efficient with them. "We have a feeling, for example, that too much co-op has been designed for strictly retail operations—and has been made difficult for the wholesaler to use with effectiveness," Mr. Frawley writes.

7. Development of new kinds of customer techniques to be used at store level—"Techniques that make the store a better neighbor, or more friendly, or the place that keeps a customer through friendly treatment."

8. "Although this sounds corny, we're keeping an open door for any idea a retailer has that will benefit him and us. Like all businesses we don't have unlimited money, but we do have unlimited courage and we're likely to try anything," Mr. Frawley concluded. #



GERALD M. LOEB, a senior partner, E. F. Hutton & Company, and author of the best-selling book, "The Battle for Investment Survival," says:

"It's a real dividend-paying paper"

"We want our letterheads, legal forms and other business documents not only to reflect stability and build prestige; they must be of lasting quality. That's why we feel the unique characteristics of paper made from cotton fiber meet our needs best. We consider cotton fiber paper a sound investment—one that pays substantial dividends in user satisfaction."

Flexible white cotton fibers, crafted by skilled hands and modern machines, create papers

that for generations have been recognized for beauty, strength and permanence. Make sure the papers you use are made with cotton fiber—25% minimum up to 100% in the finest grades . . . in stocks and bonds, business and social stationery, onion skin, index, ledger, drawing, tracing and blueprint papers.

Send for Free Booklet: "What every Businessman Should Know About Paper—Today!"

©Cotton Fiber Paper Manufacturers, 122 E. 42nd St., N.Y.C.



BETTER PAPERS ARE MADE WITH COTTON FIBER

LOOK FOR "COTTON" OR "RAG" IN THE WATERMARK OR LABEL



CHARLES FELDMAN, vp of Young & Rubicam, New York, has been named head of the agency's copy department. He succeeds George H. Gribbin, recently named president of the agency. Mr. Feldman joined Y&R as a copywriter in 1931.

Loew's Board OKs Plan to Split Film, Theater Units

Loew's Inc.'s board has approved a plan to divide the assets and liabilities of the company between its theater and MGM film production operations and will shortly submit the plan to U.S. district court Judge Edmund L. Palmieri for approval.

With MGM studios would go the foreign theaters, the MGM records division and the 62% interest Loew's holds in a music publishing operation. It will also take on \$20,000,000 in funded debts. Loew's Inc. will include all present U.S. and Canadian theater assets and Radio Station WMGM, New York, and will be assigned \$5,000,000 in funded debts. The board says all divisions of the company as presently constituted are in the black.

Fur Group Plans Promotion

Fur Information & Fashion Council is planning promotions for 1958 and 1959 to increase the sale of furs to young women. Plans call for two major promotions: The Young Designers and the Miss FurCoed projects. In the former, six young designers have been commissioned to design furs which will retail at \$500 or less. The college promotion includes the selection of a "Miss FurCoed" on 10 campuses. The group also has designated September, 1959, as the first American Fur Month and plans other promotional projects. Ruder & Finn, New York pr agency, is handling the promotions.

U. S. Pool Drive Features Gertrude Ederle Pools

U. S. Pool Corp., Scotch Plains, N. J., will break a print and broadcast media drive Nov. 15 for a new line, Gertrude Ederle pools. The company said it has increased its 1958-59 ad budget to \$1,000,000, up from \$100,000 spent last year. Starting in November, the company will use tv and radio spots

in selected markets on the East Coast, plus a print schedule that includes ads in *Better Homes & Gardens*, *Fortune*, *Good Housekeeping*, *Holiday*, *Life*, *The New Yorker*, *Parents' Magazine* and *Reader's Digest*.

Also set are ads in *American Builder*, *Building Products*, *Business Week* and *Swimming Pool Age*. Classified will appear in the

New York Times and *Wall Street Journal*. Gertrude Ederle, an executive of U. S. Pool Corp., was the first woman to swim the English Channel.

Schering Attributes Dip in Net to 'Heavy Promotion'

The heavy advertising expenditure required to introduce a new ethical drug is mentioned in the

nine-month report of Schering Corp., Bloomfield, N.J. Schering reports that net earnings for the first nine months of 1958 were \$9,277,000, down sharply from the \$11,296,000 in the comparable 1957 period. Francis C. Brown, president, attributed the decline to the "heavy promotion" of Schering's new corticosteroid products.

NEWSPAPER SPACE is

CHEAPER BY THE CARLOAD

in the

CALL-CHRONICLE NEWSPAPERS

ALLENTOWN, PA.

New Rate Card Effective January 1, 1959

offers . . .

- 2 to 20% CASH-SPACE DISCOUNTS on a CALENDAR MONTH BASIS
- CASH-SPACE DISCOUNTS WHICH PARALLEL THOSE OFFERED LOCAL CONTRACT ACCOUNTS

1 - 1199 lines . . . 2%	3600 - 4799 lines . . . 10%	7200 - 8399 lines . . . 16%
1200 - 2399 lines . . . 4%	4800 - 5999 lines . . . 12%	8400 - 9599 lines . . . 18%
2400 - 3599 lines . . . 8%	6000 - 7199 lines . . . 14%	9600 lines or more . . . 20%

easier for you . . .

- NO CONTRACT REQUIRED
- NO SPACE OBLIGATIONS
- NO YEAR-END SURCHARGE WORRIES

THE MORE YOU BUY... THE LOWER THE RATE

in the

CALL-CHRONICLE NEWSPAPERS

The Leading Media in Pennsylvania's Prosperous Lehigh Valley

- THE MORNING CALL ● EVENING CHRONICLE ● SUNDAY CALL-CHRONICLE

Represented Nationally by Story, Brooks & Finley, Inc.

SAVE \$50⁰⁰
on one release alone!

All NEW for 1959!

BACON'S PUBLICITY CHECKER

The only complete guide to the nation's business, farm and consumer magazines can save you \$50 per release. Selects the right magazines for your list. Ends wasted money in photos, addressing and postage.

The Checker is coded to show what material is used by over 3450 publications. Listings complete with editor's names, addresses, circulation, publishing company and issuance date. Complete 336 page manual—just \$18.00. Send today.

ON APPROVAL

Send me an approval _____ copies of Bacon's Publicity Checker 1959 at \$18.00 ea.

BILL: ME MY COMPANY

Name _____

Firm _____

Address _____

City _____ State _____

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd. Chicago 4, Illinois



A Midwestern Industrial Market in the Ohio River Valley—the Ruhr of America—where one Daily Newspaper Combination reaches 99% of the People

SELL LOUISVILLE FOR ALL IT'S WORTH!

The Courier-Journal
THE LOUISVILLE TIMES

393,614 DAILY COMBINATION • 313,034 SUNDAY
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

Rigging Charges Hit 'Twenty-One' Show in Britain

(Continued from Page 2)

program and tied week after week with a young lady contestant until the sum at stake rose to more than \$2,800. Mr. Davis, who gave a masterly portrayal of mental torture while in the soundproof booth, finally walked off with \$15,624 in prize money.

He said this week: "There was never anything wrong with my questions, and I never got the answers beforehand. I got the broad categories that the questions would fall in a few days before the program, just like everyone else."

■ Mr. Armstrong, the 42-year-old waiter who started the probe with

his letter to the ITA, said: "I first appeared on the program on Sept. 30 and scored 21 points quite legitimately. It was the following week that an incident occurred.

"I had spent about nine months studying for the program, and after the incident I felt it was all a waste of time."

In his letter he alleged that in an interview, before appearing on the show, he was asked if he knew who Clarence Day was. When he replied that he didn't, he said, he was told: "Surely you've heard of 'Life with Father'."

On the actual telecast he was asked by the quizmaster, Chris Howland: "Who wrote 'Life with Father'?"

Since Mr. Armstrong's letter to the ITA, which has been highly publicized, other contestants have appeared to make similar allegations that some competitors on the show were given help with the answers to questions.

'QUESTION' SPONSORS. MARCH APPEAR ELSEWHERE

NEW YORK, Nov. 6—When Hal March signed off for the "\$64,000 Question" (CBS-TV) last Sunday night, he said, "See you next week."

Mr. March, who has had quite a full tv schedule since "Question" gave his career a big boost, may be "seeing" his tv fans soon as the star of a daytime series, but his days of greeting them as the quizmaster of one of the most successful giveaway shows in history are over—at least for the present.

Plagued by ratingitis brought on, at least partly, by the quiz scandal in which it was never directly involved, the "\$64,000 Question" is being folded by the network and its sponsors, Revlon and P. Lorillard Co., without so much as a good-bye to viewers.

The loot-for-the-right-answers program was started by Louis G. Cowan, now president of CBS-TV Network division, when he was an independent packager. It was followed by a whole series of isolation booth imitators, several of which have already tumbled as a result of favoritism charges.

The Sunday night time spot formerly occupied by "Question" will be filled by "Keep Talking," a comedy panel show starting Nov. 9. This was one of the few summer tv entries that impressed crit-



W. M. STARKEY, formerly vp and account supervisor, has been appointed manager of the Los Angeles office of Batten, Barton, Durstine & Osborn. He succeeds Thomas C. Dillon, who was named head of marketing, media and research services at BBDO (AA, Nov. 3).

ics as a likely regular. Lorillard will continue as co-sponsor in this period, but Revlon is pulling out, probably to become an alternate on "Person to Person." #

Tasty Baking Moves Execs

Tasty Baking Co., Philadelphia, has named Charles R. Vidinghoff director of sales and advertising. He formerly was manager of advertising and market research of the company. Walter F. Clamplfer, sales manager of the Philadelphia area, has been named assistant director of sales and advertising. C. Arthur Walters is the new general sales manager and Fred R. Pierce is director of special sales and services.

FTC Acts on American TV

A Federal Trade Commission hearing examiner has proposed to dismiss a fictitious pricing complaint which had been lodged against American Television Inc. and Deforest-Sanabria Corp., Chicago. The order noted that the companies are bankrupt and have been dissolved.



PROMINENT USERS OF STRATHMORE LETTERHEAD PAPERS: NO. 137 OF A SERIES



THE PATTERN OF QUALITY

A letterhead reflects a company's character just as surely as its products do. It establishes, inescapably, a firm's pattern of quality, indicates the standards it sets for itself. When those standards are high, the letterhead paper selected is very likely to be Strathmore. Haviland's handsome stationery is a most distinguished case in point. Strathmore Letterhead Papers offer excellence that is recognized at a glance, the kind of superior character reference your company deserves.

Haviland & Company was founded in France by an American, David Haviland, who went to Limoges in 1842 to manufacture china of the superlative quality which he felt the American market wanted. It did, and still does. Today Haviland China, made in factories both in France and the United States, is prized in homes throughout the world.



"Better three hours too soon than one minute too late."

—SHAKESPEARE, Merry Wives of Windsor

CALL LAURENCE FOR SERVICE YOU CAN DEPEND ON. WE'VE BEEN MEETING DEADLINES FOR MORE THAN 25 YEARS. IF YOU ARE NOT RECEIVING YOUR FREE COPIES OF "LAURENCE'S GUIDE FOR PHOTOENGRAVING BUYERS," WRITE OR PHONE TODAY. LAURENCE INC., fine Photo Engravers, 547 SOUTH CLARK STREET, WAbash 2-6284.

LOOK WHAT THEY'RE SAYING ABOUT GOOD HOUSEKEEPING'S MODEL HOME PROMOTION!

"Your promotional activity provided a wonderful boost for the Gas Industry and for RCA Whirlpool gas appliances . . . What more could anyone ask?"

L. W. Howard
General Manager of Advertising & Sales Promotion
Whirlpool Corp.

"This promotion . . . one of the most outstanding of its kind. It successfully complements Philco Bendix's laundry merchandising program."

R. C. Connell
Merchandising Manager, Laundry Equipment Division
Philco Bendix Corp.

"We have tripled our sales in the past thirty days . . . this promotion has resulted in the largest crowds and most buyers we've ever had."

Jacob Lefferts, President
Oak Hill Builders, Inc.
Middletown, N. J.

"Your coverage . . . established a new high in merchandising appeal. We are happy that Kitchen-Aid Dishwashers were included."

J. Don Mason
Advertising Manager
Hobart Manufacturing Co.

"Excellent presentation of Globe Furniture . . . we are already benefiting from it."

Frank J. Sizemore, Jr.
Vice President—Sales
Globe Furniture Co.



This is the house Good Housekeeping featured in an 18-page article in its September issue titled "The House with a Private Apartment." Built in Middletown, New Jersey, the all-gas home provided the kick-off for an all-out promotion!

LOOK WHAT HAPPENED!

- 32 Public Utilities actively merchandised gas appliances with the help of Good Housekeeping's impressive displays and reprints.
- AT&T is promoting their "well-telephoned home" concept with a color film made at the model home. Anticipated audience—1,500,000!
- *House and Home* featured this promotion in an 8-page article. Over-all publicity for the home set a 1958 record!
- Thousands of reprints of the editorial feature have been ordered by gas companies and appliance manufacturers for tie-in promotions.

- Tell your story in Good Housekeeping, and these are the results you'd expect to get! For Good Housekeeping has more than twice as many editorial pages on home furnishings, appliances and household equipment as its nearest competitor. And another exciting building promotion is now being planned for 1959. Isn't it time you looked into the "climate of confidence" that surrounds Good Housekeeping and every product advertised in it?



Good Housekeeping

A HEARST MAGAZINE

CREATES A CLIMATE OF CONFIDENCE FOR YOUR ADVERTISING



Ross Naidich Reisman

PIECE OF THE PIE—Murray Naidich, agency art director, may need a magnifying glass for his share of the pie—but at least he's now a partner. He's become a principal of Ross/Reisman/Naidich, Los Angeles, formerly Ross/Reisman/Co. The other pie eaters are Jon Ross and Emil Reisman. Mr. Naidich, the agency reports, drew the short straw at a board meeting and will have the title of president until horse shoe pitching time.

PHOTO REVIEW



BUT NOT TYPICAL—"Miss Perfect Type for 1959," otherwise Miss Eurylyne Howell, points out that Printing Week comes Jan. 11-17.



Kubie Walker Janco House Maly

ELECTED—Mrs. Honor Gregory House, president of Gregory & House & Jansen, Cleveland, has been elected president of Gamma Alpha Chi, national women's advertising fraternity. Other officers are Myra Janco, Indiana University, midwestern vp; Mrs. Annette Kubie, Lincoln, and Mrs. Shirley Maly, Taylor, Neb., re-elected treasurer and secretary respectively, and Mrs. Claire Walker, Santa Barbara, outgoing president. Mrs. Mabel Obenchain (not shown) of Famous Features Syndicate, Chicago, was elected vp.



TWO MODELS—Judy Coutts operates a 1/12 size model of a Bucyrus-Erie quarry and mining shovel. The working model (machine) is valued at \$25,000, Bucyrus says.



Carr Elsie Campbell Ewen

STYLISH—Elsie, in a new Empire cocktail dress, is greeted by William Carr, ad director of McCall's; William Campbell, Borden Co. ad director, and William Ewen, Borden's national ad manager for print media and exhibits, at the Chicago convention of the National Assn. of Food Chains. (Elsie's dress was inspired by a McCall's pattern.)



GOLDEN BALANCE—J. B. Wagstaff, Chrysler Corp. vp and general manager of the DeSoto division, accepts a gold scale from Mrs. Charles Potter, wife of the U.S. senator from Michigan. The award was made by the Midwest Conference of Women's Advertising Clubs, meeting in Detroit, for DeSoto's 1959 new car announcement campaign, which the group called "the best in the industry."



CHIPPER—"The hostess with the mostest" is the hostess who dishes out Granny Goose dip chips, says Granny Goose Foods, which emphasizes its point with this promotion shot. The uninhibited Oakland potato chip manufacturer plans to go "all out" for the third year with in-store holiday promotions.



IN THE AIR—Real "turn-over" is promised by Gloria Jensen wherever there is a merchandising tie-in with Peach topsy turvy cake to be promoted by the Cling Peach Advisory Board and General Mills in January and February.



Wise Saunders Connor Barber Cullen

LHJ AND GUESTS—Ladies' Home Journal will be touring the country in the next two months to show advertisers and agencies its new "Womanpower" campaign. Pictured at one such luncheon meeting are

Berenice Connor, LHJ manager of editorial promotion, and Richard L. Cullen, sales manager, with three Compton Advertising execs: Philip Wise, O. A. Saunders, and Walter Barber.



LIVING SIGN—This 8x8' poster promoting Arkin dress fashions in New York's Grand Central Terminal "comes to life" three times a day when high-fashion models put on a fashion show. Brandt Public Relations is handling.

**NEWSWEEK'S
SHARE HAS
NEVER BEEN
LARGER...**

Newsweek's share of advertising pages among the weekly news and business magazines is at an all-time high! One reason: its editorial accuracy has attracted a much higher concentration of executives and technical men—the men who mean the most in this missile age—than any other news weekly. Highest median income of any magazine with 1,000,000 or more circulation (*Starch*).



NEWSWEEK . . . for the Selling Power of Accuracy

Helman Joins JWT
C. Lowell Helman, former media director of Earle Ludgin & Co., Chicago, has joined J. Walter Thompson Co., Chicago, as associate media director.

Jet Service Ad Battle Hops Pond, Lands in Britain

(Continued from Page 3)

campaign (AA, Oct. 13) which got under way around the middle of September. The second was the inaugural campaign, which started last week. A further round in this campaign will be fired to mark the start of the New York-London daily run, which is scheduled to begin Nov. 16, and the return London-New York daily flight due to begin Nov. 17.

■ This Pan Am ad was adapted from the "key ad" developed in the New York office of JWT. It used the same artwork and some of the same copy. But the headlines were different.

Across the top of the illustration was the running head, "First jets on the Atlantic ... first on the



707 VS. THE COMET—The BOAC-Pan Am battle over the jets is raging in London. Immediately after the Comet made its inaugural transatlantic crossing, British Overseas Airways Corp. had S. T. Garland Advertising put up 36" spectaculars like this one.

Pacific ... first in Latin America ... first 'round the world."

The main headline said: "Pan American Starts First Jet Service to the U.S.A. October 27th." There was an asterisk alongside this with the tiny footnote, "Subject to government approval." A box showed that this starting date referred to the daily service from Paris and Rome. The daily service from London, it said, would begin Nov. 17.

After this burst of publicity, BOAC decided, a teaser campaign would fool no one. Especially in view of the fact that the newspapers began running stories on the race between the two airlines to put the first pure jet service into operation across the Atlantic.

So instead of the teaser campaign, BOAC and its agencies used a series of small space ads on the theme: "Starting soon London-New York. BOAC Comet 4 Jetliner. Supreme in the skies! Book now."

■ On Sept. 30, BOAC's advertising department was told that the Comet would be ready to take off on the inaugural flight on Oct. 2. So space was booked for that day. Then, due to indecision by the New York port authorities in granting permission for the Comet to use Idlewild for a passenger-carrying service, the inaugural flight was postponed until a day later. The newspaper space bookings were cancelled for Oct. 2 and re-ordered for Oct. 3.

Again the spaces had to be cancelled and re-booked for Oct. 5 and Oct. 6. This time it paid off.

■ The headlines for the ad and the copy were cabled and telephoned to New York and to BOAC overseas sales managers and also to newspapers in which space had been booked.

BOAC suppliers had asked to be allowed to tie their advertising to the inaugural flight and with rush working they too had their ads in the Oct. 5 and Oct. 6 newspapers.

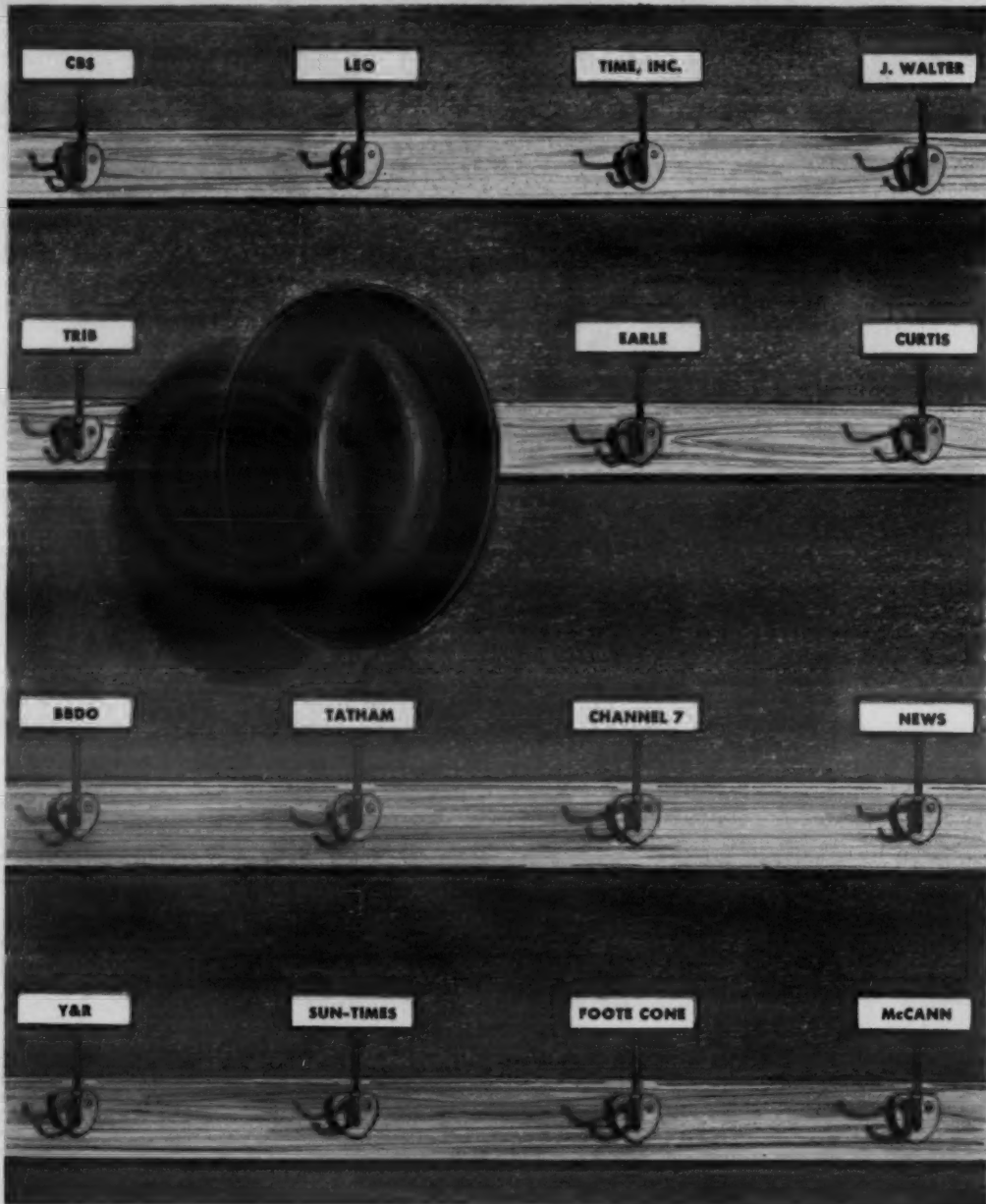
These included Shell; Joseph Lucas Ltd. (fuel control and combustion equipment, starting and generating gear); and British Thompson Houston Ltd. All booked their own space to tie in with the Comet achievement.

■ This part of the BOAC campaign achieved terrific impact, appearing as it did alongside the news of the inaugural flight which was reported at length by British and many European newspapers. It also blunted the edge of the Pan Am campaign, with its boast on Sept. 17 and in half-page follow-ups that Pan Am would be the first to operate jets across the Atlantic.

BOAC is understood to be currently considering whether to launch the third phase of its campaign to mark the inauguration of the daily service Nov. 14 or whether to launch it shortly before that date. Tacticians to the last, they are waiting to see how the bookings roll in for the new service. #

the BETTER
winter promotions shape up

RAPID ART SERVICE, 303 E. 45th Street, N.Y. 17, where the finest artists will make drawings for the best price from finished art through the most effect in work for the most economical terms. Call MU 3-6719



Name missing? It's the one under the hat!

We just couldn't name them all—those who plan, create, produce and run those wonderful ads called "Chicago Style." It's simply that there are too many...actually over 1000 agencies, publishers, reps, stations and graphic arts firms

within a few steps, blocks or minutes of Chicago's Sheraton Hotel. Keep it in mind next time you're planning to hang your hat on a Chicago hook. If you're in advertising, you'll certainly be among friends.

SHERATON HOTEL

George D. Johnson, General Manager The Home of the Chicago Press Club
505 N. MICHIGAN AVENUE CHICAGO 11, ILLINOIS
If you like steak (and what a steak) there's a seat open in the "creative man's corner" at Chicago's newest...THE BRASS BULL!



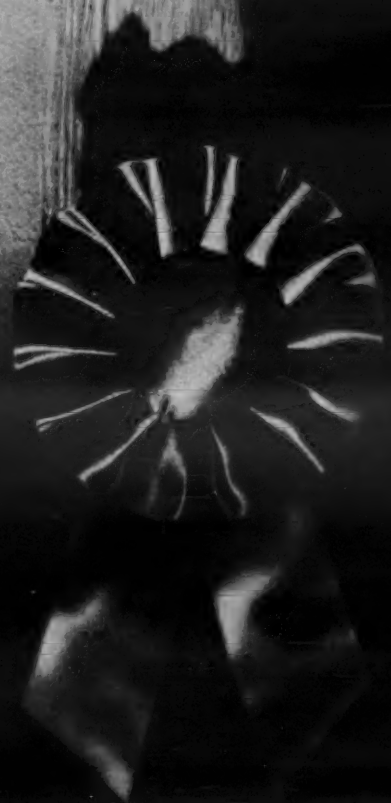
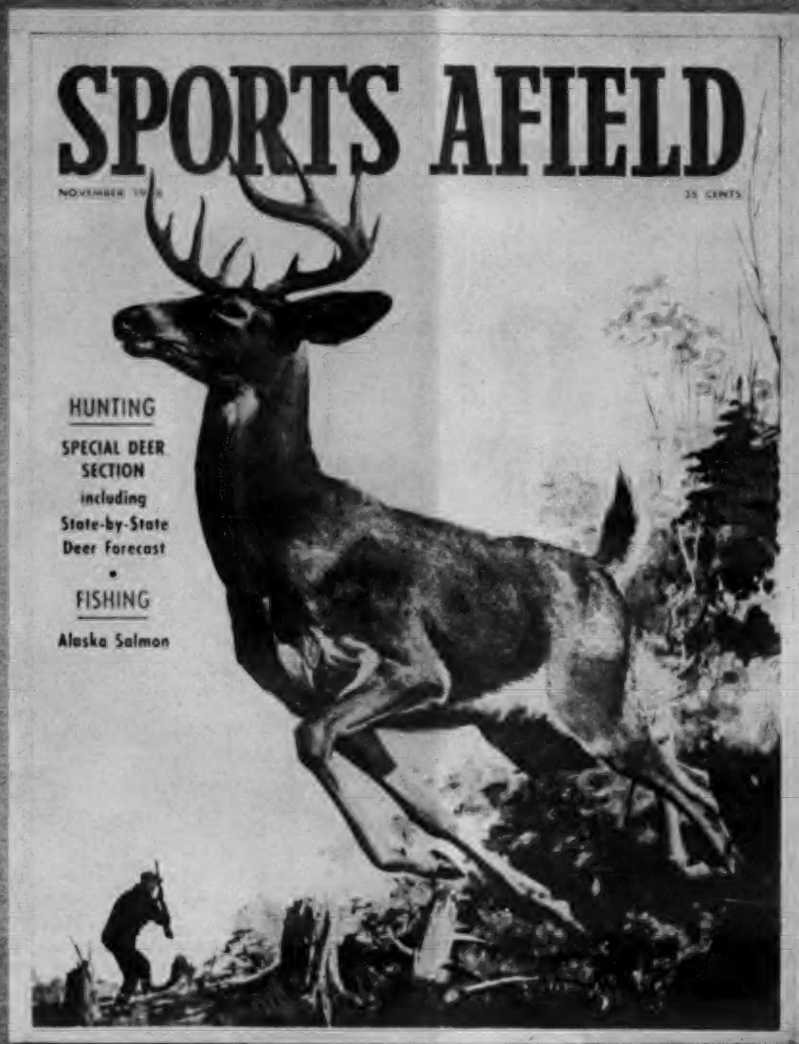
MORE PERSONAL CARS PER CAPITA MEANS BIGGER AUTOMOTIVE SALES!

Tulsa ranks number one in the nation in ownership of personal automobiles per capita. Here's a good index to general prosperity, and a bonanza for advertisers. Automotive sales in Tulsa County totaled \$106,000,000 in 1957 alone! This year, sales will be even greater—and Tulsa World, Tulsa Tribune advertisers will take the lion's share.

★Sales Management 1958 Survey of Buying Power

For More Business, Use the Oil Capital Newspapers

TULSA WORLD **TULSA TRIBUNE**
MORNING • EVENING • SUNDAY
Represented Nationally by The Branham Co. Offices in Principal U.S.A. Cities



WINNER AND STILL CHAMPION

The blue ribbon goes to Sports Afield once again!
The ABC Publishers' Statements for the first six months of 1958 pin down the facts:

- Sports Afield delivered the biggest circulation.
- Sports Afield delivered the lowest rate per page per thousand.

Look at the figures and your choice is easy. Sports Afield—winner and still champion.

SPORTS AFIELD	1,015,052
Outdoor Life	942,568
Field & Stream	928,796

SPORTS AFIELD

A HEARST KEY MAGAZINE • 959 EIGHTH AVENUE • NEW YORK 19, N. Y.

One of a series of comments on Metropolitan Oakland as a market by advertising agency executives.



Yes, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

Alameda County last year became Northern California's Number One area for total retail sales. An increase of \$37 million over 1956 gave it a sales lead of better than \$28 million over the second county. This dominant position has been anticipated for some time by marketing men who saw its steady population growth, increase in the number of above-average incomes and continued sales leadership in six major retail classifi-

cations. As a result, most of the successful marketing plans involving Northern California have been including intensive sales and advertising effort in Alameda County.

MARSHALL J. WEIGEL
Senior Vice President
LENNEN & NEWELL INC.
SAN FRANCISCO

ONLY THE
Oakland Tribune
COVERS METROPOLITAN OAKLAND*

Daily 210,537 • Sunday 240,809
ABC Publisher's Statement March 31, 1958

National Representatives: Cresmer & Woodward, Inc.
New York • Chicago • Detroit
San Francisco • Los Angeles • Atlanta

Sunday Comics:
Metropolitan Sunday Newspapers, Inc.

*65% of the more than 250,000 families in Metropolitan Oakland (Alameda County) are Tribune subscribers.



Advertising Age

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Case Histories of Pretests

Weiss: Soft Goods in Cans?

Armstrong Takes the Low Road

How to Use Hands: Pinson

Researcher Gives Case Histories of Speedy, Inexpensive Pretests of Ads

By Perham C. Nahl, Ph.D.,
Associate Director of Research,
Needham, Louis & Brorby Inc., Chicago

I want to concentrate on the specifics of improving individual ads or campaigns. My examples come from the pressure of day-to-day and month-to-month decision making. The creation of better ads can be helped by intelligent advertising evaluation from one day to the next.

Some methods run into lots of money; some of them take lots of time. At NL&B we have worked with tests which cost the client as much as \$65,000 for a single test. On the other hand, some answers have been obtained for less than \$100.

Today I am not talking about the expensive, the elaborate, or the time-consuming tests. Sure, we do these when the situation calls for it, but today I want to talk about some of the time savers, some of the money savers—the methods which can be used to help make decisions quickly or inexpensively. This kind of pretesting is really a form of advertising insurance, to reduce the risks.

Speedy pretests are needed when deadlines are close. Often there is a need to check something in the last week or so before a decision needs to be made. When such questions can be answered by a quick pretest, it makes the decision-maker's judgment just so much sharper—he uses less guesswork and more facts.

The decisions must be made. Deadlines are reached regardless of whether there is research evidence on hand. Something needs to be done. If research can improve even one decision in five, it can contribute much to our advertising's effectiveness.

There are various stages at which we might use research to help in the creation of our advertising. The steps are divided into, first of all, "what to say"; second, "how to say it"; and third, "how did it work." As a rule we place the greatest emphasis on the research which is done before the ads are prepared. Here we're interested in what themes might be used and how strong the different themes are.

We get this information from various sources: market research, motivation or psychological research, research into the attitudes of our prospective customers. This whole area of research is much more important than the later stages where we merely check what is the best way to put the theme across, which ad is the winner, which words are the best ways to express it, which pictures best induce the respondent to act the way you want her to act. I don't mean to say that the "how to say it" part is unimportant, but I think that too much emphasis could be placed on how to say it and not enough on what to say. Unless you have in your ads the right basic theme, you just aren't going to get enough interest from people,

no matter how well you put across that theme.

In the second phase, "How to say it," we use all kinds of tests depending on the problem that we have at a particular time. There is no one best way for pretesting. Every once in a while someone asks us: "What copy testing method is best?" This is like asking your physician

At the fourth annual conference of the Advertising Research Foundation in New York early in October, Dr. Perham C. Nahl presented some interesting case histories of speedy, inexpensive pretests of advertising—some done for as little as \$100. His analysis of the requirements for such testing, and a number of examples of his work, are reported here.

which medicine is best. Before answering, he needs to know the problem. When he knows the problem, he prescribes the treatment. If we are trying to find out, for instance, which of different ways of putting across a given theme is the one most likely to be remembered, then some variation of the recall test would be best. If you have a problem that is a mail order problem, you may measure it by sales, by inquiries, or by some split run test. We have had several tests in which we have used mechanical devices, like the eye camera or the tachistoscope. These have very limited use, but where they apply, they may be exactly the kind of things that will answer the problem.

Third, "How did it work?" Did the story get across to people? And here there are various techniques or measuring devices such as the services that are sold by the Daniel Starch Organization or by Gallup and Robinson. Under certain circumstances, you may be able to use sales as a direct measure of how well the advertising worked, although there are very few instances where you can use sales.

Ground Rules Essential

Now, how do you manage to test print ads or tv commercials fast and inexpensively? It is essential to start with certain assumptions. First of all, agreement must be reached that you are measuring something short of sales. It's pretty obvious that you can't measure sales and do a job quickly and inexpensively, so you decide what measurement to use. There are numerous dimensions which might be measured. You can check on recall, belief or disbelief, interest, thorough readership, like or dislike, attention, comprehension, registration of your message, change in attitude, and so on. You decide which of these is most pertinent to the particular problem you are trying to measure. It is not practicable to measure all of them at one time. You try to boil down the problem to a single dimension

if at all possible.

Since direct measurement of sales effectiveness is not usually feasible, we use one or more of these measures to tell what we expect sales effectiveness to be. For example, we might reach agreement that the best read ad would produce the most sales. Or—put another way—an ad which is not read has no opportunity to influence the prospect. The same reason-

ing applies to recall—an ad which is better remembered is more likely to produce sales.



Research Can Help Locate the Most Effective Illustrations

Problem: The Johnson's Wax company brought out a new self-polishing wax which was strong on resistance to water spots and spills. The advertising was to feature water resistance, and Research was asked to check which headlines and illustrations registered this advantage best.

Method: We developed a method that we called the "Advertising Puzzle Game." A layout was shown to each housewife, blank where the main illustration was to appear. She also had several headlines she could fit in the blank spaces (see cuts). We gave her these six pictures—the picture at lower right was included for control purposes—and had her try them out in the layout. She switched pictures and headlines around until she decided which combination seemed to fit the ad best.

We made a game out of it, so that it intrigued her interest. At the same time, the interviewer recorded her reactions—



what she said as she looked at each of the pictures.

Results: The picture of the little boy reaching up for the milk was liked best. However, we found a very strong emotional reaction to the top center picture; a number of women made angry comments about the "little brat" pouring milk on the floor. There was an emotional sock to this illustration that the others did not have.

Decision: The artist worked with this one to figure out a way to capture the high emotional charge without getting the negative. He came up with the answer: a kitten (see cut) lapping up the milk. Here is a good example of creative people working with research results, and using their imagination, to come up with a real winner—which this was.



Research Can Prevent Mistakes

Problem: In early 1955, we had All detergent ad headlined "Wouldn't I Be Dumb . . ." Someone raised the question, is this word "dumb" likely to be resented by women? A difference of opinion was

expressed by various people. So, we made a quick, inexpensive test.



• **Method:** We took the ad on the right to women and showed it, plus this ad on the left (see cut), which had the phrase "Suds Scum" in the headline. We asked whether there was anything they disliked or did not understand in either ad. A simple analysis of a relatively small number of like/dislike scores was made.

• **Results:** Quite a few of the women bristled at the "Wouldn't I Be Dumb..." headline—it was clearly wrong, psychologically. The "Suds Scum" phrase created no consternation; actually, it registered well.

• **Decision:** The headline on the right was not used and we are still using the phrase "Suds Scum" in All ads.

Research Can Determine the Appropriateness of an Illustration

• **Problem:** A question was raised about this picture of a man thinking. The question was: Is this man sad or is he cheerful? Is he worried or unworried?

• **Method:** A scaling device, the semantic differential, was used. Respondents were shown the picture, and asked to rate the man on several pairs of opposite characteristics (rich-poor, worried-unworried, cheerful-sad, etc.).

• **Result:** The majority of respondents rated the man in exactly the mood that was intended (see cut).

• **Decision:** The picture was recommended as appropriate for use with the headline, "Peaceful Outlook Pictured Here."



Pretests of TV Storyboards May Avoid Costly Mistakes

How about television commercials? What can be accomplished in pretesting? Let me illustrate with one of several pretests which we made for Pride furniture wax. Several commercials had been worked out on storyboards. One of these had a new cartoon character, the Johnson Bee, who served as spokesman for Johnson's Wax.

You don't introduce a new character like this without some assurance that he will represent the company favorably. So, research was asked to check several storyboards. The theory was sound: if we could cut down on the production of poor commercials, or eliminate misunderstanding or dislike before all production costs had been invested, it would mean substantial cost savings.

• Here's how it was done: the outline of the video portion was put in storyboard drawings. The audio portion was written out in about the way the writer thought it should appear in the finished commercial. The storyboard pictures were pho-

tographed on a film strip. The audio was recorded by our own people in rough form, using a tape recorder. The equipment used included a mockup tv set, an animatic projector to show the filmstrip of the storyboard, and a tape recorder to play the sound track. Subjects were brought in, one at a time, and shown the storyboard as the tape recording of the sound track was played. The pictures of the storyboard were switched in sequence, synchronized with the appropriate time on the sound track. Subjects were then interviewed individually to get their reactions to the "commercial."

This method of pretesting has been highly successful for accomplishing certain kinds of results. First, we might mention a few things which it is not expected to accomplish.

• How do you get agreement on what dimension is relevant for a particular test? It's not easy. One executive may think he wants to measure changes in attitudes before and after seeing the ad. The client may say, "All I'm interested in is whether the ad will sell more of my product." Someone else may want to measure registration of the message or thorough readership. The art director may want to check on attention value of the illustration or the over-all impression which the prospect gets from a quick flash viewing of the ads. The research man has to be the catalyst. He has to make sure that there is a meeting of minds before the ad is tested. Reaching this agreement is not easy—especially in the situation where you have to solve a problem quickly.

But—reach agreement before you start, on what to test.

Now, let's look at a few examples of pretests. These examples are not merely intellectual exercises. Each of these tests was made because of a difference of opinion. You may say, "I don't need a survey to tell me that." Maybe you don't but someone did. Why don't you answer each of these in your own mind, and see whether you reach the same decision.

Research Can Uncover Significant Omissions or Misunderstandings

• **Problem:** Here, we were developing plans for advertising a new Johnson's Wax product. Here is an example of some research on one of the first layouts, to get women's reactions. One was this "Wash Your Kitchen with Wax" ad (see cut). We wanted to find out whether women understood the "product proposition."

Now... Wash Your Kitchen With Wax



Johnson's has made Jubilee especially for kitchens. It's an easier way to clean your refrigerator, range, cabinets, woodwork and walls!

All you need... JUBILEE KITCHEN WAX and a cloth!

N 1052

• **Method:** We showed the layout to a number of women. Through open-end questioning, we found out whether such a product might interest them. We asked what they might use the product for. The ad states that kitchen wax is especially for kitchens: "it's an easier way to clean your refrigerator, range, cabinets, wood-

work and walls."

• **Results:** An unexpected windfall in this simple copy research project was the discovery that most women got the wrong impression of the product. They thought it was to be used on floors, as well as on other surfaces. Hindsight is a wonderful thing. Now, this conclusion might seem obvious; then, the question had not even come up.

• **Decision:** A serious omission was corrected. The revised ads stated that Kitchen Wax could be used on everything except the floors. We avoided some real misunderstandings by a very inexpensive test.

Research Can Determine Attention Value of Illustrations

• **Problem:** Which illustration will get more attention: a mother and baby, or a baby alone? (See cut.)



• **Method:** We had one ad with a mother and baby, and we left the mother's head out of the other. We took these ads out to the park on a nice spring day. We found mothers of young babies sitting on the park benches or wheeling baby carriages on the walks. We held out both ads, asking each mother to take one ad and read it. The ads were equally close to her, and were rotated from right to left in successive interviews to avoid position bias. The ad she took to read first was judged to have greater attention value. We call this the "Involuntary Attention" method.

• **Result:** Consistently, three out of five mothers chose the ad with the baby alone, to read first. To make sure, we checked with this second pair of ads: the mother's head was taken out of one version (see cut), and the baby's head was made larger. Again, three out of five chose the baby alone.

• **Decision:** The baby alone was used in the campaign.

Research Can Check on Comprehension of Specific Phrases

• **Problem:** Our creative team had worked out an approach for new Swan liquid detergent using the introductory phrase, "Dishwashing is for the birds." Since this is a colloquial phrase, we wondered whether most housewives would understand it.

• **Method:** We talked with 60 women in each of five cities across the country—cities representing different geographic areas, and large and small cities. By direct questioning we found out what the phrase, "(something is) for the birds" meant to them. We probed by asking an additional question: "What does the statement, 'housework is for the birds' mean to you—that is, what other words would say the same thing?"

• **Results:** In less than one week, it became clear from the answers to these

direct questions that the phrase was fully understood by three out of four women. Only 7% misunderstood the phrase.



• **Decision:** We went ahead with ads—both print and television—which used the phrase in this way: "dishwashing is for the birds, so... LET SWAN DO IT." This advertising (see cut) is now running in Swan test markets.

• Pretests of storyboards have not reached the point where they can predict which of several commercials will sell the most product when the commercials have been completed. There are many things which cannot be measured at such an early stage—especially those which depend for their success on the finished version of the video. Anything which is difficult for the person viewing the storyboard to visualize is obviously less subject to test than, for example, a straight pitch where the announcer holds up a product and extols its virtues.

A commercial which depends in large part for its success on its effectiveness in creating mood—and especially where this mood depends heavily on video—is a questionable candidate for testing at the storyboard level. Likewise, the style of finished presentation—as in commercials with full animation—cannot be pretested without having the animation.

• What this pretesting can accomplish is to determine how well the commercial communicates a message. Does the viewer understand what we are saying? Does the viewer have any major dislike or are there parts of the message which are unbelievable? Do parts of the message get lost completely in recall, and which things are remembered favorably? Is there any indication that the commercial has conditioned the viewer to make her more inclined to buy the product?

Back to the Johnson's Bee: we picked up some adverse reactions in the first test. From 30% to 50% of the women reported that the Bee talked too fast, or that his voice was too harsh. The women were able to recall most of the essential copy points. So, it was decided that we would put the Bee into commercials, but that he would talk more slowly and clearly. Although he remained a pitch man, his voice was less of a buzz.

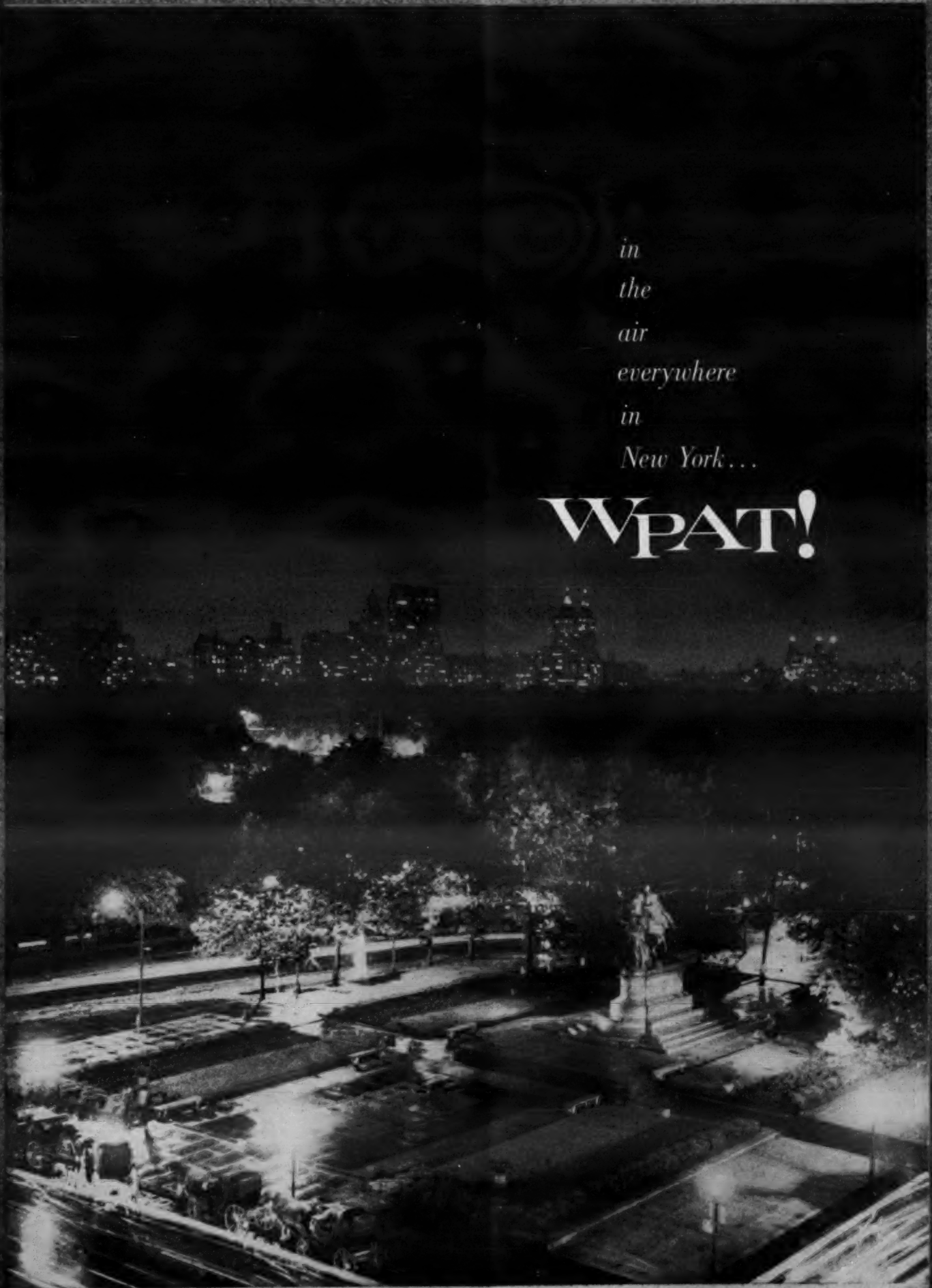
Summary

Let me review quickly. How can you use this form of advertising insurance; how can you get the most out of pretesting:

1. Define the problem clearly before you start.
2. Reach agreement on what to measure: attention, comprehension, recall, or what... acknowledge at the start that you rarely can relate sales directly to an advertisement.
3. Design the test to be as simple as

*in
the
air
everywhere
in
New York...*

WPAT!



Represented by Weed Radio Corporation

the problem permits—don't use a power saw where a hand saw will do the job.

• 4. Use small samples intelligently—a lot can be accomplished through using small samples.

• 5. Test as early as possible—both in time, and as early in the preparation of the ad as you can—because if you test in rough form, you don't have to go to all the expense of putting the test ad in finished form, before you know some of

the answers, and

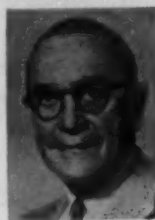
• 6. Communicate clearly with all concerned. Make sure that, if you are testing a rough, you don't test it against a finished ad, for instance. Make sure that everybody concerned knows exactly what you're testing, and what your criterion for decision is, and so on. Communication in this—clear communication—can speed up the process and cut down on the costs. #

Salesense in Advertising . . .

The Public Relations-Publicity Man

By James D. Woolf
Creative Consultant

During recent weeks I have received a dozen or so letters from students of advertising, presumably readers of *ADVERTISING AGE*, expressing an interest in public relations and publicity as a career. How rewarding is such a career? What are the educational requirements? And so forth.



James D. Woolf

I am no expert in this field, but for years I have worked closely with some of the best men in this branch of our business. Hence I have some notions which I shall proceed to discuss forthwith.

Rapid development characterizes the field of public relations at the present time. More and more business companies, large and small, are realizing that they have a public responsibility to the consumers who buy their goods; to the producers who furnish them with materials; to their employees; to the communities in which they operate and to the nation at large.

Business cannot afford to regard people as consumers of their goods; it must also consider them as neighbors, citizens, voters.

■ In a larger sense, the tools of public relations include both institutional advertising through the news and editorial columns of the press, and through the words and pictures we hear and see via radio and tv.

The scope of public relations in its broadest sense is as wide as a corporation's entire business. The aim of the public relations operation may be to gain friends for a business or an industry through a process of education; to create a favorable "social climate" in which business can operate more efficiently and economically; or to influence trends of public thought which have an effect on markets for a particular product or products (for example, setting a new style trend). In some cases one of the objectives is that of selling the company's policies to its employees.

The public relations man or woman who hopes to attain top rank in his field must obviously be equipped with an active, inquiring mind, a constantly growing breadth of experience, and the ability to analyze problems quickly and to attack them without delay.

■ It is imperative that the publicity man possess a highly developed news sense in order to present his educational message in a form that will be acceptable to editors and their readers. His contacts with the working press should be close and continuously refreshed so that he will have current knowledge of the editorial needs and requirements of the various media.

It is imperative also that the public

relations man (or woman) have a basic and broad knowledge of business; otherwise he cannot hope to interpret its problems and achievements to the public. Equally important, he must have a keen and sympathetic understanding of the public. The publicity man, like the copywriter, must have deep-down feeling for people; must know their hankering, their needs, their desires; must know what interests them, what doesn't interest them, and why.

Whether the public relations man is working for an individual or serving a company, an extremely important part of his job is that of educating management about the functions, methods, and limitations of the operation.

He must interpret public opinion trends to management. He should also be in a position to tell management what the effect of the firm's acts and policies are likely to be on public opinion. He may well have a hand in shaping management policies from the viewpoint of sound public relations.

■ It is impossible to set down a rigid rule as to educational requirements. Successful publicity men have sprung from sources as far apart as mine pits and college faculties. It can be said definitely, however, that a well-equipped public relations expert should have a solid grounding in English, history, economics, sociology and, perhaps, languages. Whether he gets this information in a university or whether he digs it up in other ways, on his own, is not important.

Other subjects worthy of the publicity man's close attention include natural sciences, philosophy, public speaking, advertising, marketing, and labor relations. Countless books on these subjects, as well as evening classes, are available to the aspirant who has not had college training. I know one successful publicity man who was once a coal miner.

It is impossible to draw an absolute blueprint on the matter of the personal qualifications of the successful public relations-publicity man; however, it is probably safe to make the following general observations:

The publicity man, first of all, should possess a "nose for news." He should have a quick and agile mind, the ability to work rapidly and without loss of time, to capitalize on news situations as they develop. He should have a healthy respect for accuracy and an ingrained habit of checking names, dates, places, facts. He should have plenty of creative imagination. He should have, as I have already suggested, a broad understanding of human nature, know something about what it is that makes people tick. He should be of good personal appearance, have the ability to get along with people of all sorts, and also the ability to talk well, particularly in addressing group meetings.

Lastly, and this need hardly be said, he must possess sound judgment and instinctive good taste.

The Creative Man's Corner . . .



Tires, and Two Old Romans



In these days of the off-beat approach, we warmly welcome this superb example of getting into the product story directly. These head-on photographs of two tires—one with, the other without—nylon cord demonstrate better than any wacky symbol the difference in performance in the two tires.

Interestingly enough, the distortion in the non-nylon cord tire says even more dramatically than the copy does that this is a dangerous thing to have happen. And it says it so vividly we can even forgive (when we finally get around to noticing it) that very bad pun in the headline—as well as the description of the non-nylon cord tire as "an ordinary tire."

We wonder at times if it is really harder to arrive at a clear, straightforward, simple presentation like this than it is to concoct something so ridiculous as the illustration of the two old Romans being served champagne in the Northwest Orient Airlines ad. The latter probably required considerably more experimentation—the former undoubtedly took, and certainly shows, considerably more thought. #

On the Merchandising Front . . .

A 'Canned Age' for Soft Goods?

By E. B. Weiss

A few months ago, a maker of clocks introduced a line of clocks for food supers packed in a "can." Now one of the great can companies, in cooperation with a number of soft goods producers, is testing cans for such items as anklet socks, women's and children's panties, brassieres—also in the food super.



E. B. Weiss

These are not "cans" in the sense of being made of metal. They are of rigid cardboard construction. But they have every appearance of a can, including the traditional shape of a food tin.

Whether this presages an era of "cans" for soft goods—and for many hard goods items such as clocks—remains to be seen. The present program, for soft goods in any event, is frankly experimental. However, it is to be noted that the current experiment has been preceded by a considerable amount of testing, so the venture is not to be considered as being just of the laboratory stage; it is much farther along than that.

■ The adaptation of the "can" packaging concept for soft goods is of particular interest, both because it is so extremely

novel and because it once again raises the perpetual question of whether women insist on "feel" when buying soft goods. I have been contending for some years that:

1. Fewer and fewer women insist on "feel" before making a buying decision involving soft goods of certain types, particularly the staples.

2. Precious few women know what they are "feeling" when they go through the motions of "feel"; textile constructions today are much too complicated for the public to be able to tell a blessed thing by "feel"; even expert trade buyers can be fooled.

3. The number of soft goods items being bought sans feel is constantly increasing.

4. Text on a label will tell the shopper much more about a soft goods item than she can possibly acquire by "feel"; and this labeling is legally controlled.

5. Strong brand names, plus the prestige of the retailer, combine to give the shopper the required assurance without "feel."

6. The ever-faster tempo of the shopping pace, particularly under conditions of self-service and self-selection, and especially during those peak hours when stores are jammed and shopping time runs out quickly all work against "feel."

It is entirely probable, therefore, in

Best Seller in COLUMBUS because:

the *Only Way* to get Magazine
Coverage—*WHEN and WHERE* you
want it is with “**LOCALLY EDITED
GRAVURE MAGAZINES**”



the EXTRA dimension
of great newspapers . . .

LOCALLY EDITED GRAVURE MAGAZINES

Akron Beacon Journal
Atlanta Journal and Constitution
Columbus Dispatch

Denver Post
Houston Chronicle
Indianapolis Star

Louisville Courier-Journal
Newark News
Times Picayune, Dixie Roto

Phoenix Arizona Republic
St. Louis Globe Democrat
Toledo Blade

12 of the best of the 52 Home Edited, Gravure Magazines by which you can reach any part or all of the nation.

my opinion, that these tests of "cans" for soft goods merchandised in the food super will point the way toward a successful program. And if, as I believe, the initial tests are satisfactory—and after the indicated modifications in the program are made—it is reasonable to expect that many more items of soft goods will be "canned," including hosiery, some linens and domestics, panties, etc. And many small items of hard goods will also wind up in cans.

The advantages of the can in these merchandise classifications include:

1. Easier handling in warehouse, reserve area, out on the floor.
2. Less damage to stock.
3. Less pilferage.
4. Simplified fixturing.
5. More convenient to place in shopping carts.
6. Possibilities for more dramatic display.

7. About cost—I assume the costs are competitive.

8. An effective technique for increasing the unit of sale; two and three pairs, for example, can be effectively merchandised in a "can."

■ I assume there are other virtues as well to the "can" concept. And I'm sure there are some negatives also—nothing in the realm of merchandising is perfect.

But I believe the "can" idea is destined for application in categories far removed from food, and especially in certain soft goods staples, to a degree never contemplated even by the makers of cans just a few years ago. This is something of a revolution in packaging. It merits watching, not only because it may become important in the food super but also because its success there will unquestionably lead to its introduction in other major types of outlets. #

From an Art Director's Viewpoint . . .

You Take the High Road and I'll Take the Day-Coach

By Andy Armstrong

Well, the airlines were going great guns there for a while. New ideas, new graphics. Fun and fascination and the Look of the Future. The fly-boys showed more imagination in an advertising year than the railroads could claim in their entire history.



Andy Armstrong

Too bad, though, that no railroad goes from here to Italy. It could be running extra trains right now for the frightened travelers who caught this Alitalia ad.

The first problem here is: What is Alitalia? Is it like Nautilus? To a hasty page-scanner, the man peers worriedly from either a porthole or a diving helmet.

Second problem: Who is the man? Is he one of the crew, or a passenger? If he is crew, does he have a corner on the diving suit issue, or does each passenger get one, too?

■ If you work a little, it begins to come clear. He wears a diving helmet, a piece of spiral tubing, a zipper, and a harness with big sliding buckles. Too big for suspenders, even Italian suspenders. Might be a parachute rig. And about where his breast pocket should be, he has "Flashlight" stencilled on his jacket. Presumably, there is another pocket somewhere, labeled "Kleenex." Or "Miltown."

So this boy, besides reading English, is ready for anything—drowning, or bailing out, or just plain power-failure. And he is certainly one of the help, we find as we get into the text, if we ever do, since cocktails and fabulous Italian dinners are part of the come-on. No ticket-holder could be expected to inhale his *lasagna cacciatore* through a window like that.

So he is crew. Maybe the captain, even. But say he is only the co-captain, or the engineer. Then why does he look so timid and upset? Bird-men, especially the salaried ones, are supposed to have nerves of steel.

We see him, all right, but like Bob Burns' frog in the milk jug, he sees us,



too. He dislikes what he sees, and so do we—the tourists who might have been thinking of flying to Italy. Next time, we'll take the train.

MORAL: When you dig in the barrel marked "Graphics," wear thick gloves and be careful. Something might pull you in. #

over 50 and most are well under. The traveling, long hours, tough negotiations, nervous pressures, and volume of social drinking tend to drain a good deal from the physical well-being of these rough and tumble mental wrestlers.

Since most of them are well paid during the fat-bellied period, it well behooves them to salt something away for the day when the aggressive young climbers give the fish eye to the "old man" in the corner office, who might then be in his early 50s.

■ Radio and television are only a generation old in the importance of the media. It is, therefore, impossible to cite averages or typical cases. Many top leaders have died with their boots on in the prime of life. The strenuous life may well take more away on the meat wagon than it leaves to solve retirement problems. But for those who survive the ulcer route, here is a plan:

1. The little radio station in the South.

It is quite true that, like the old reporters who long for a little newspaper, many radio and television executives want to retire to a little community and run a station their way.

The fact is that radio station ownership is a good investment. For about \$30,000 cash down, a good station in some favorable area can be purchased. After paying bank loans or former owners out of earnings, if the operator cuts his overhead, he can keep about \$20,000 a year for himself (on a gross of at least \$80,000). But the joys are beyond that. His car, house, and expenses come out of station earnings and are tax free.

The other side of the ledger is a little grimmer. Running this little old station is a tough job. It is a seven-day-a-week job with a lot of business socializing involved. Absentee ownership in any degree is for the birds. The owner must apply himself and be there at all times, doing door-to-door selling in order to make out. Don't expect this to be manna from heaven. It ain't.

2. The television station operation.

This is a real tough one. Most television stations, no matter how modest, run into the millions with high operating costs. Only suckers go for the cheaper uhf stations or vhf stations running heavy losses. Let us assume for a moment that our hero can find a little old million-dollar station in some remote but pleasant place to live.

■ First he has to dig up about \$500,000.

The banks will take care of the rest. He may be able to raise about \$150,000 from his agency stock and trust funds and sell his house in Larchmont. He can probably raise the rest by selling shares to friends still active in the business.

Now he owns a station. He finds the past management ran it like a Ma & Pa grocery store, so he has a lot of hard work to do. He now grosses, after a period of adjustment, about \$500,000 a year. The bank takes about \$80,000 and his operating costs take about \$350,000. This still leaves him a good take with all the advantages of the radio station deductions.

The beauty of the radio or television route is that it represents a good investment and with clever business management the old hand can pile up some real green by trading his stations up. The defect is that it is man-killing work if it is done right.

3. General business.

Once the adman has his kids married off and is able to cut his personal expenses during his top earning period, he can salt away his dollars in good investments which pay off later when he wants to work but not too hard. Such unrelated things as marinas, gas stations, real estate, motels, and small businesses have managed to make the later years comfortable for the retired.

■ The real secret is to begin accumulating capital early in life through an equity in the agency and increasing investments in insurance, government bonds, common stocks with growth potential, bought on a regular, scientific basis. This is hard savings because of the social demands of the business, but a disciplined program will pay enormous future dividends.

The top agency executive with 25 good years should have accumulated at least \$200,000 when he has worn out the mental bushings. This means \$10,000 a year for life. Any additional scrapings can add \$5,000 to \$10,000 a year per \$100,000 and there is a lot of merit in the argument for a fellow's taking some of the principal to live it up instead of leaving the loot to a lot of spoiled children to squander. Yip-pee!

The time has come, my friends, to look in the mirror with objectivity and good harsh lighting. Note the lines suitable for planting potatoes. Hold the old shaky hand out. Watch the shifty-eyed young punk next door and brother, cut down the show-offing and salt it away. #

Tips for the Production Man . . .

Problems in Mounting Engravings

By Kenneth B. Butler

Cost and quality of letterpress printing are affected to no little degree by current practices in the mounting of engravings and electrotypes. This phase of letterpress improvement is undergoing considerable experimentation.

Traditionally engravings have been mounted on wood. Cherry wood has been preferred because, among woods, it appears to offer the best dimensional stability, which means it is least prone to warp, to shrink, to swell.

The best cherry has proved to be "panel" lumber, which has two side rails and glued boards. This gives two directions of grain. While it costs more and all engravers do not use it, it gives the best results particularly for engravings 6" or larger.

■ Until recent years, engravings and electrotypes were tacked onto the base with small steel nails. This method of mounting served well, except in the case of zinc cuts, where the brittle qualities of zinc often caused zincs to pop off their bases during direct printing from type and

plates, especially in long runs or when zincs were re-used as in the case of signature cuts, trademarks, and catalog illustrations.

The trouble with nails was that re-mounting was difficult, and in working on cuts (such as sawing mortises) the saw blades frequently hit nails and the saw blades were immediately dulled and had to be sharpened, with expense and loss of time. Also halftones were usually mounted at the sides as well as top and bottom, a circumstance which caused extra time in the composing room where engravings were made up in columnar arrangements with type.

The nailing of engravings has pretty well given way to heat mounting using two-sided adhesive such as 3M paper. With this there are no nails to work up or to come loose. Once in a while a plate thus mounted comes loose in running, but not often.

The main trouble developing with this mounting has been that the heat often causes the wood to warp. Most engravers maintain, however, that when heat

Looking at Radio and Television . . .

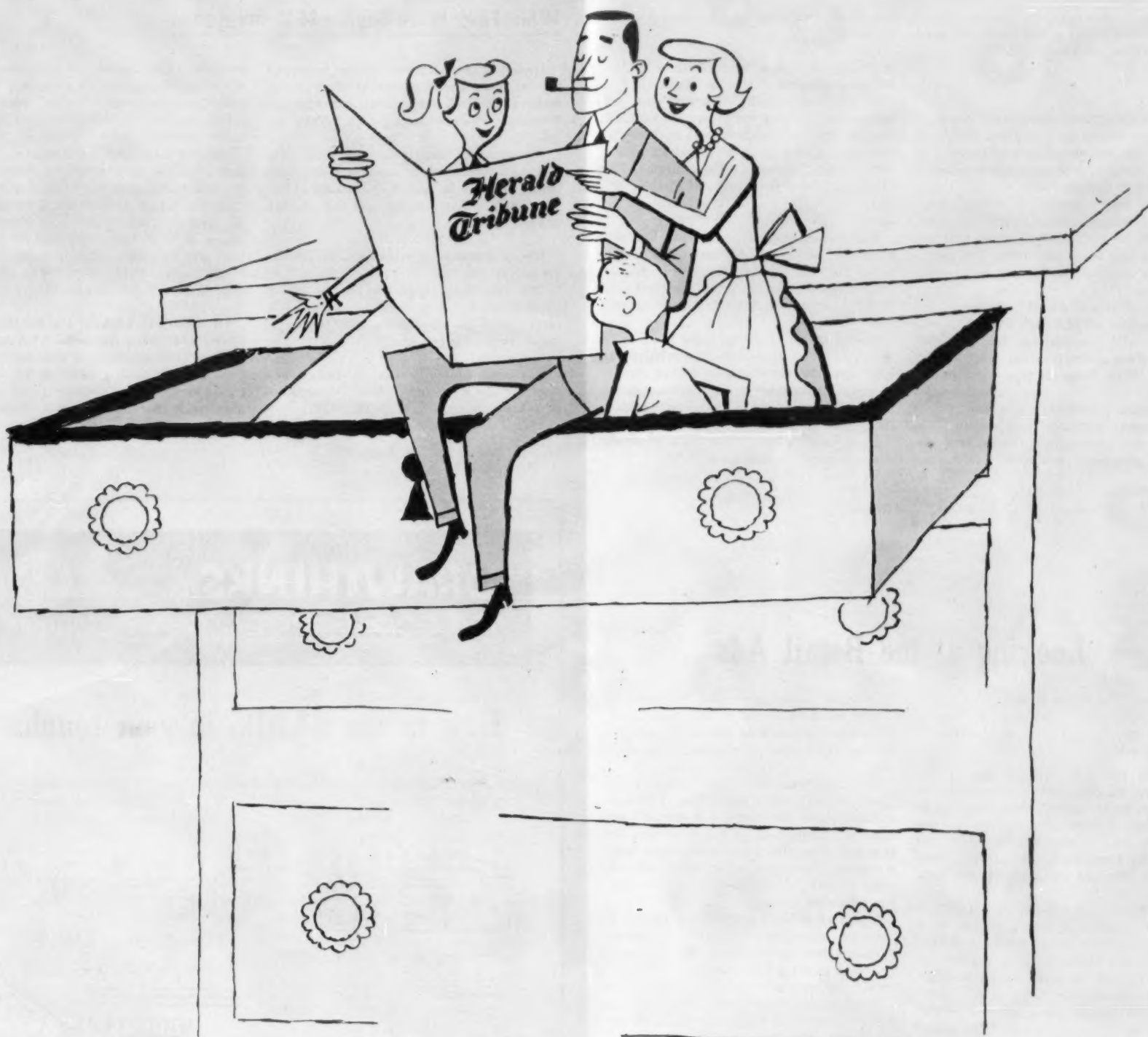
Where Do Old TV Men Go?

By the Eye and Ear Man

The question has often been asked: What happens to old agency radio and television executives? Do they "silently steal away," like Arabs in the night? Do

they end up in an eleemosynary institution? Well, they might, if they don't plan for the future.

Television is a young man's game. Few of the aggressive leaders in the field are



**MORE PROOF
 THAT THE TRIB GETS TO
 TOP DRAWER FAMILIES!...**

The new Herald Tribune Home Study in Nassau and Suffolk counties is new evidence of the quality of Herald Tribune readership... shows 94% of TRIB families own their own homes and that 40% of those homes are valued at over \$20,000! These are the *quality* families that buy *quantity*... the families with more wants, able and willing to buy! That's the big reason why the TRIB gives you more results per advertising dollar! Get complete details... get the top of the New York market... get in the TRIB!



NEW YORK
Herald Tribune
 TODAY'S **VITAL** NEWSPAPER!
 230 West 41st Street, New York 36, N. Y.

• A European Edition of the Herald Tribune is published daily in Paris



mounting is followed by cooling under pressure, and when panel lumber is used, little warping develops.

Many experiments have been going on using other mounting materials. The Vandercook Co. has developed a method of adhesive mounting to specially cast light-weight base. Quality-wise the method is successful, but it entails an extra operation for printers, and engravers, printers, customers haven't shown much zeal for absorbing this extra operation. The method, therefore, has not come into widespread use.

A man in New England has been trying a composition of sawdust and glue. The difficulty with this material has been that the glue gives under printing pressure and the base often loses its type-high stability.

Laminated plywood, excellent protection against warping and dimensional changes due to humidity variations, has likewise presented problems due to the

effect on the glue when compressed in printing.

Trials have also been given to a plaster-like asbestos mounting material. This also has good stability moisture-wise, but sometimes warped with heat. In addition, the material requires special carbon-tipped saw blades as ordinary steel blades dull quickly in sawing the material. The asbestos is also powdery and dirty in the shop; at least this is the complaint of some.

Experimentation is going on currently with the use of light-weight foam aluminum. The cost, apparently, will be higher than cherry wood and the material will require carbon-tip saws, but other factors seem favorable.

Unless such a material finds favor with the initial producer of engravings, the engraver and electrotyper, it will doubtless run into trouble except for emergency re-mounting, since the average printer feels that wholesale re-mounting is lost motion and expense which his standard charges do not provide for. #

What They Were Saying 25 Years Ago . . .

Henry Stude, president of the American Bakers Assn. and chairman of the National Bakers Council, addressing the Chicago Business Papers Assn. (AA, Nov. 18, 1933):

"Publicity is usually used to view with alarm. Advertising is used to point with pride. NRA is in jeopardy because it has had too much publicity and not enough advertising."

Henry Ford, in a statement to dealers (AA, Nov. 18, 1933):

"We refuse to adopt the role of tricky traders—that is, pretending to offer a large trade-in allowance, and taking it away in some other way."

Raymond Moley, editor of Today, addressing the Assn. of National Advertisers in Washington (AA, Nov. 18, 1933):

"It is the fashion nowadays to single out

advertising for special attack as an example of profligacy, as an economic evil. It is the fashion to cry 'Waste!' without ascertaining what constitutes waste in modern economy.

"This is a natural reaction to the recent past. Yet we have much to learn before we will know how much of what we call wasteful is non-productive of social good. We have yet to establish how much of the so-called waste goes into service, into labor, and into the enrichment of the material and cultural standards of the great masses of our population."

Dr. Henry C. Link, of the Psychological Corp., addressing the same ANA meeting:

"To make advertising successful, it is necessary to find a need or an interest common to a large enough group of people, make that interest your theme, and relate your product to that interest."

Looking at the Retail Ads

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

In most any city you can see, if you watch for it, dull bank advertising. It often uses large space; banks make good money. And it often seems to be run because the money was appropriated, not because the bank has any material, competent, or relevant story to tell the people.

This ad (left) I clipped in London. It is one of a series of excellent ads, each with an important point well got across.

This is one of the relatively rare excellent uses of curiosity in a headline. The copy immediately gets "on the beam" and lets the reader know whether or not he wants to be in the audience the headline selected out of the general readership.

The point is simply that right in London, thanks to this bank, for a taxi fare, you can get as sound and helpful specialized advice on the Orient as though you went to Tokyo for it.

Here is a forthright attempt to utter with clarity a story worth paying to print.

Orchids to whoever created this bank ad.

The companion ad in the same space is another attempt to reach an audience through an appeal to curiosity, also British.

In small type the second word in the headline might give you a clue if you are familiar with the name "Desoutter" and what it stands for. However, if you are familiar with the name and know what it stands for, what is the object of running this ad? It persuades or convinces the reader of nothing.

The way for the uninformed reader to find out what the ad is all about, in the rare instance he may want to, is to read the copy to the bitter end, and at the extreme bottom in two lines comes the pay-off in the following: "Yes! And you can build your own Die Sets—but it's better to buy from Desoutter."

This is another of the pan-generic ads. Change two lines at the bottom and you could use the ad as it is for a boat builder, and construction contractor, a cigaret manufacturer, a furniture maker—and so on. #



Taxi to Tokyo-2'6

A man on his feet pointing to the Far East is a man who needs advice. While you are in Tokyo to collect your tropical suit, look to us on.

For the price of a taxi fare, you can save yourself a lot of financial worry. We can give you a preview of social and living conditions wherever you are bound—to Tokyo or Tokio, Anson, to Buenos or Bombay. We can advise you on local currencies and monetary regulations. We are, in fact, the largest British bank in the Far East; and the universal service we offer extends to the major trading centers of distant Asia countries.

THE HONGKONG AND SHANGHAI BANKING CORPORATION

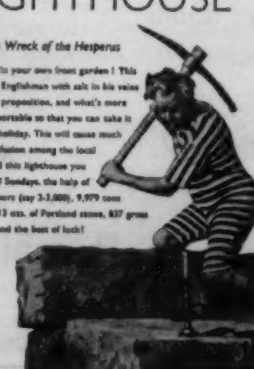
HEAD OFFICE: HONG KONG
LONDON OFFICE: 5 GRABENSTRAËE 'TRIST' 203
Offices in Europe and the United States and throughout the Far East

Don't
The Desoutter Private Do-it-yourself Campaign No. 13

BUILD YOUR OWN LIGHTHOUSE

complete with Wreck of the Hesperus

A lighthouse to your own front garden! This dream of every Englishman with salt in his veins is now a practical proposition, and what's more we've made it portable so that you can take it on your seaside holiday. This will cause much tangible confusion among the local workers. To build this lighthouse you need: a month of Sundays, the help of a few neighbours (say 5-1,000), 9,979 cans of 19 cans, 57 lbs. of Portland cement, 417 gross tallow candles—and the best of luck!



Yes! And you can build your own Die Sets—but it's better to buy from Desoutter

DRAWTHINKS by Pinson

The COPYWRITER'S ART COURSE

How to use HANDS in your roughs

Start with simple "diagram" anatomy of hand, H. Combine with figures, lettering, type, scenery. Try it yourself to develop visual ideas, and to add "life" to figures when necessary (A, B, C).



Next Lesson: "How to Pin Down Your Ideas"



It's great to be one of the boys on First Street

For many a Los Angeles boy—and many a man from The Times—First Street is the road to Adventure.

High in the western mountains, on a vacation made possible by The Times Summer Camp Fund, thousands of young Angelenos make their first acquaintance with Nature. Under towering pines, beneath a sky they somehow never noticed in the city, they begin to discover themselves, to find it easier to work and play with others.

In Los Angeles itself, more than 2500 boys find a new outlet for their energies at The Times Boys' Club. Here they can swim in a 70-foot heated

pool, take part in organized sports in the modern gymnasium or on the big outdoor playing field, learn arts and crafts in the well-equipped handicraft rooms, find good books to read in the library.

These activities have been sponsored by The Los Angeles Times for years—and supported by its readers, who give generously of time and talent to keep the programs going, contribute their money, attend the annual Times-sponsored sports events that raise funds for club and camp.

Boy and man, it's great to be on First Street—home of the newspaper that has worked for a better Los Angeles since 1881.

First in the nation's No. 2 market **Los Angeles Times**
Represented by Cresmer and Woodward, New York,
 Chicago, Detroit, Atlanta and San Francisco

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

'Untrue,' Harrisburg Agency Calls Letter About Agency Network Inventory Figures

To the Editor: You ran in your Sept. 8 Voice of the Advertiser a letter from another Harrisburg agency which described a newsletter which our agency had published as containing "a brazen example of misleading advertising." Naturally we cannot permit this completely untrue charge and compromising statement to go unchallenged.

As printed by you, the letter was signed by Don Langan, copy director, Michener & O'Connor Inc.

On its face, this letter was a nasty bit of work. Also, it is very misleading. We were quite surprised that AA saw fit to publish this letter, since it must have been apparent that something more was

involved than disinterested comment. This, of course, is the case.

Let's set the record straight:

The portion of our newsletter with which the Michener & O'Connor letter took issue was an item about the advertising agency network with which we are affiliated—the National Federation of Advertising Agencies—in which we reported that the network had just finished taking inventory and had come up with some interesting figures on total membership (22 agencies), total number of employees (297), total number of clients (572), annual gross billing (\$20,320,000) and combined agency experience (317 years).

The material in question is not misleading or misstated. It is factual and clear. It does not misrepresent or exaggerate the benefits of an advertising agency network in the form of mutual aid and assistance.

The writer of the letter also went out of his way to make the point that we are "a small local agency" with "billings in the thousands, NOT millions." We are a small agency. We're both small agencies. Nor have we ever sought to delude anyone on this score.

As reported in ADVERTISING AGE on Page 142 of its Feb. 25, 1957 issue, our volume in 1955 was \$187,022, of which \$139,287 represented capitalized fees; and in 1956 was \$231,478, of which \$180,510 represented capitalized fees. And last year, we are gratified to report, our volume (commissions and fees capitalized) rose to \$278,436—an increase of 20 per cent over 1956.

One final point. The writer of the letter observed that "No doubt the editorial content of this newsletter is syndicated." That is the most profound compliment we have received on our 100% home-grown newsletter to date.

John R. Hood,
President, Hood, Light & Geise
Inc., Harrisburg, Pa.

Hayakawa Calls It the 'Uncomparative Comparative'

To the Editor: I enjoyed the Creative Man's Corner in the Oct. 20 issue, in which critical attention was called to Glim's ad: "Twice the grease-cutting power, twice the mildness, too!"

You may be interested in knowing that the analysis of this kind of statement is a common exercise in elementary semantics classes. "XYZ gives quicker, more effective relief from pain." "LMN—the longer-lasting tire." More effective than what? Longer-lasting than what? If a student makes the mistake of believing that such statements make any kind of assertion, we straighten him out—fast.

I like to call this kind of pseudo-assertion the "uncomparative comparative." Perhaps if we give it a

name, it may help us to recognize and avoid it.

S. I. Hayakawa,
Editor, ETC.: A Review of
General Semantics, Professor
of Language Arts, San Francisco
State College, San Francisco.

Two Researchers Turn Up 'Walk a Mile' Records

To the Editor: Jerry Ott, assistant research manager in our St. Louis office, spotted the article about Camel's "Walk a Mile" line in a recent issue of AA.

Because we are very proud of the fact that the first advertising research department was organized at D'Arcy, Jerry was interested in whether our files would indicate



anything of historic significance concerning the age of the slogan.

He came up with the attached proof dated May 23, 1921, which indicates that the line is at least that old.

Incidentally, the D'Arcy files on Camel go back to 1919.

Marvin D. McQueen,
D'Arcy Advertising Co., St. Louis.

To the Editor: The article on Page 3 of your Oct. 20 issue, covering the R. J. Reynolds Tobacco Co.'s slogan, "I'd walk a mile for a Camel," interested me because as a youngster the slogan, along with the "pictures," made a great impression on me—plus the fact that my Dad smoked Camels.

I moved from Newark, N. J., when I was nine years old, and prior to that time was when I received my impression.

Since I am now 46, the age of 79 would go back in time 37 years,

making the date 1925. But, as the sign I saw was before that, let's place the date somewhere between my age of 5 and 9, or, 37 to 41 years ago, i.e., 1917 to 1925.

Now, then, the sign I saw was probably a painted bulletin and it had a very friendly fellow (as I recall) walking toward a Camel (animal), sand dunes and a "pack of butts" (as they were called in those days).

The location was on the roof of a building on Broad St., Newark, one block south of Broad and Market, on the east side of the street and "catty-corner" from Branford Place.

As I try to remember back, I'm sure the time would be more about 1918, but certainly prior to 1925.

It is quite possible that the sign I'm talking about might accidentally have shown up in one of the old news pix at one of the Newark newspapers.

Anyhow, this is my contribution to the history of Camel's slogan, "I'd walk a mile for a Camel."

Incidentally, anyone who smoked and didn't smoke Camels, at that time, was considered a "sissy."

Alfred C. Kipp,
Production Manager, Advertising Department, Southwestern Public Service Co., Amarillo, Tex.

Says Product Imitation Bars Originality in Ads

To the Editor: Hardly a day passes without some one crying out, "Where is the originality in advertising? Why do all the car ads look alike, and the cigaret ads, and the soft drink ads, and, and, and . . .?"

Can this person be blamed? After Cadillac (I think it was Cadillac) introduced its "distinctive" ads (car about 50 feet away, in front of a theater . . . evening, beautiful women in formal attire, wealthy man also formal) almost every other model car has produced the same type of ad.

And after the Marlboro man put his rugged hand upon the scene, we suddenly witnessed such an influx of rough and tumble boxers, cowboys and brick layers, that you would think it took muscle to smoke a cigaret. I waited impatiently for the man in the electric chair, taking his last puff before the switch is thrown, and the headline proclaiming, "Even vicious killers smoke Camels."

And, after Pepsi had thin, shapeless, "modern" people selling for them, Coke came up with even thinner, more shapeless, and much more "modern" people drinking Cokes in a (here comes the originality) foreign country.

With all the intelligent and imaginative people in advertising, why do we get so much follow the leader stuff. Laziness on the part of the agency? Well, perhaps partly.

But the real fault lies with the client. Many manufacturers will spend a lifetime imitating the competition and criticizing the agency for lack of imagination.

A few years back, Cadillac put a bump on its rear fender and called it a tail light. After a time, the Chrysler folks bumped up the entire rear fender and called it a fin. Now all cars have fins, which makes for good driving under water, I suppose.

And why do all tv sets look so much alike? Only Zenith's "Predicta" line is at all original. It was also Zenith that made the only really handy remote control tuner. What are the others doing?

Or, did you ever compare Pepsi and Coke blindfolded—they're the same! (I've always suspected that Royal Crown does the bottling for all three.)

And cigarets—for all these long years, the only major cigaret to be even the littlest bit different has been Kool. And of course, their

REAP SALES NOW in the UNITED STATES OF AMERICA

Midwest farmers have it made—another record crop has been harvested. They have the cash and are making their plans NOW on how and where—and with whom—to spend it . . . The big volume of Midwest sales will go to advertisers who—

- **PLACE IT RIGHT.** Midwest Unit Farm Papers give you deepest penetration in the world's richest farm market. You reach 9 out of 10 of the Midwest's farm families.
- **TIME IT RIGHT.** Midwest Unit Farm Papers are published twice monthly, have short, convenient closing dates, give you complete control of the important timing element in selling.
- **KEEP IT FLEXIBLE.** Unlike national publications, Midwest Unit Farm Papers can accommodate copy changes on short notice. You can use the same or completely different copy in each of seven different editions of these five publications.
- **LOCALIZE IT.** Only Midwest Unit Farm Papers can offer practical local dealer listings, effective dealer merchandising tie-ins.

To sell hardest and keep on top of your selling program at all times, you need the power and prestige of Midwest Unit Farm Papers. Tell us you want action. You'll get it.



NEBRASKA FARMER • PRAIRIE FARMER
THE FARMER • WALLACES' FARMER & IOWA HOMESTEAD
WISCONSIN AGRICULTURIST & FARMER

Address: Midwest Farm Paper Unit, Sales offices at: 35 E. Wacker Drive, Chicago 1 . . . 250 Park Ave., New York 17 . . . 110 Sutter St., San Francisco . . . 159 S. Vermont Ave., Los Angeles 4.

Gateway to the MOON



We Dominate at Cape Canaveral [Moon Missile Base] in Brevard and in Four other Florida counties where we outsell Miami, Jax and Tampa papers 5 to 1.

Down in Orlando, Fla. we have just started printing on our big new \$2½ million (including building and color gadgets) 8 unit Hoe Color Convertible press, fully equipped with all the latest devices to insure the best color printing possible.

We've already announced new LOWER COLOR RATES. That's not all. Now, we are proud to announce . . .

OVER 100,000 DAILY CIRCULATION

[in a City of 85 thousand]

Plus: NEW ABC CITY ZONE FIGURE

171,168

Orlando Sentinel-Star

"Ask Branham about Sentinel-Star Color"

advertising has remained different as well.

The real burden of originality lies with the manufacturer and his products. Trying to say something original about a product that is identical with competing products is like describing a common straight pin in 10,000 words. After the first sentence, you've said about everything.

Rodger Mitchell,
Advertising Manager, Booth Fisheries Corp., Chicago.

Simmons-Boardman Carries Standard NIAA Size

To the Editor: On Page 40 of your Oct. 20 issue you published an item regarding the change of magazine size for Simmons-Boardman magazines, effective with the January issues. The size you gave is 8 1/2 x 11 1/4. This should have been stated as 8 1/4 x 11 1/4, which is the standard NIAA size.

I hope that you will be able to publish a correction so that there will be no confusion in the minds of your readers regarding our new trim size.

George H. Johnson,
Assistant Sales Promotion Manager, Simmons-Boardman Time-Saver Magazines, New York.

Comes Pretty Close

To the Editor: As funny coincidence items, the illustrations in attached ads may tickle your fancy. The Stromberg-Carlson effort by



Collaro—your silent partner for Stereo

Rumrill appeared in October, 1956. The Collaro ad tear sheet is from Saturday Review of Sept. 27, 1958.

F. Bradley Lynch,
Account Executive, The Rumrill Co., Rochester, N. Y.

Nippy Was All in Fun

To the Editor: In your Oct. 6 issue you had an item by Fred Borden and the date line was Sept. 30, Blackfoot, S.D.

The article was headed: "Series May Feature Boots, but Mail Push for Nippy's Bootblackening Features Series"

We have been trying to get the full address of the N. Jones Shoe Polish Co. Are they located in Blackfoot, S.D.? Do you have their

address as well as the name and address of the agency handling the account?

C. C. Johnson Spink,
Vice-President, The Sporting News, St. Louis.
The N. Jones Shoe Polish Co. was a figment of Mr. Borden's fertile imagination. There is no such company in Blackfoot, S.D., or anywhere else as far as AA knows. Mr. Borden simply chose the Nippy Jones shoe polish incident of the 1957 World Series as a peg for a humorous World Series story.

Jackets for Sale

To the Editor: You will undoubtedly be interested in the lat-



Reversible-Polished Cotton JACKET 1.92

Reverses from plain color twill to plaid flannel. Two slash pockets, zipper closing. Sizes 3 to 6X.

Jandrey's
Neenah - Menasha

Best style in cotton jackets.

Arthur H. Baum,
Vice-President, The Formfit Co., Chicago.

Information for Employees in AA Booklet

To the Editor: Your booklet of "Let's Make the Real America More Like the Pictures in the Ads" came to our attention here and we were very favorably impressed by it.

We would like to order 500 copies to be used for both our supervisory staff and our reading racks as a general employe information piece.

F. J. Dwyer,
Personnel Supervisor, F&M Schaefer Brewing Co., Brooklyn.

It Shouldn't Have Happened

To the Editor: In spite of all surveys to the contrary, in spite of the example of the most successful advertisers, semi-creative copywriters continue to use cheesecake to sell their products.

Ordinarily this is just boring but the cut of the Hollywood starlet and Thanksgiving plates (AA, Oct. 20) was in such poor taste a firm protest is in order. A periodical that stands for ethics, maturity, and good business judgment is extremely negligent in its responsibility to its readers when it publishes such a cheap example of so-called promotional material.

As advertising men we should constantly be aware of our power to inform, educate and impress countless thousands of people. Our responsibilities are to sell products at a profit legitimately and lawfully and not to degrade and lessen human and spiritual values by creating messages to amuse the vacuous minds of degenerates. Certainly there are enough girly magazines to fill that need already.

I am sure I join the ranks of the

vast percentage of admen and business men who deplore this type of immoral promotion.

Peter J. McKone,
Peter J. McKone & Co., Hingham, Mass.
We're publishing this letter because we agree. The picture should not have run; it won't happen again.

Challenges Approach of Cat Food Campaign

To the Editor: As the account executive for an all-tuna red meat cat food (Purr—The Catillac of Pet Foods), I could not help being especially interested in the article in the Oct. 13 issue of ADVERTISING AGE, on the "challenge" approach of Bonnie all-tuna cat food.

Item B in the copy addressed to the grocer, which promises, "This test will result in your selling more cat food than ever, regardless of brand," demands a challenge in its own right. There simply is no validity in this theory, since it is a well-known fact that cats will not eat more food than they want. In other words, unless the owner has previously starved his pet (an unlikely thought), the level of actual consumption will not rise simply because one can is offered

free. The normal cat owner, confronted with this offer, will buy one can of Bonnie, and one can of his usual brand, rather than two cans of his usual brand. Does this result in the grocer's selling more cat food than ever?

Humans have a choice in the matter of over-consumption. Cats don't!

David R. Fenwick,
Robinson, Jensen, Fenwick & Haynes Inc., Los Angeles.

Comments on Rolls Ad

To the Editor: I know nothing of the criteria by which members of the Chicago Copywriters Club arrived at that rating for the Rolls-

Royce print ad . . . "Designed to be owner driven—no chauffeur required" (AA, Oct. 20).

But I do remember reading in ADVERTISING AGE that the Rolls-Royce ad sold a lot of automobiles—a lot by Rolls-Royce standards, and they're pretty high—and this to me, at least, is one of if not the most important criterion by which any advertisement can be judged.

The sales result may be attributed to what Al Bremner of Foote, Cone & Belding said; namely that "the ad was well written and written to pick its audience."

Myron L. Silton,
Silton Brothers, Callaway Inc., Boston.

The Bull Pen ROOM

Announcing... the New BULL PEN ROOM

The Four Sixty-Five's BULL PEN is dedicated to the advertising, newspaper, radio and television industries.

We feature: Generous martinis and other fine beverages, large steaks and wonderful seafood dinners. Service to meet the tightest deadline.

Rooms for Private Parties • specialize in dinners

465 Lexington Restaurant LEXINGTON AVE., BET. 45th AND 46th ST., N. Y.

T. A. YELLOWLEES
Canadian Regional Vice-President
N.I.A.A.

"Business Papers... Important Influence on Purchasing"

T. A. Yellowlees believes "... we must read our business paper editorial and advertising content to keep ahead . . . because to-day, product planning and productivity are both working to change our times with such rapidity . . ."

This is the statement by the Canadian Regional Vice-President of the National Industrial Advertisers Association. He added, in his role as Manager Advertising and Sales Promotion, Canadian General Electric Motor and Control Department, "I believe business papers are an important influence on purchasing in most industries including our own".

BNA BUSINESS NEWSPAPER ASSOCIATION OF CANADA
137 Wellington St. W., Toronto, Ont.
... circulation independently audited . . . editorial to highest ethical standards.

tsetnoc a ekil gnihnton s'ereht

With know-how... "There's nothing like a contest"... to attract millions of consumers to your products and create a definite increase in over-the-counter sales.

With know-how you can keep within your budget and yet have at your disposal, up to \$100,000 (or more) worth of fabulous prizes at no cost to you, except for our nominal service fee. And this fee includes consultation and coordination of your entire promotion from idea inception to the delivery of the prizes to the winners.

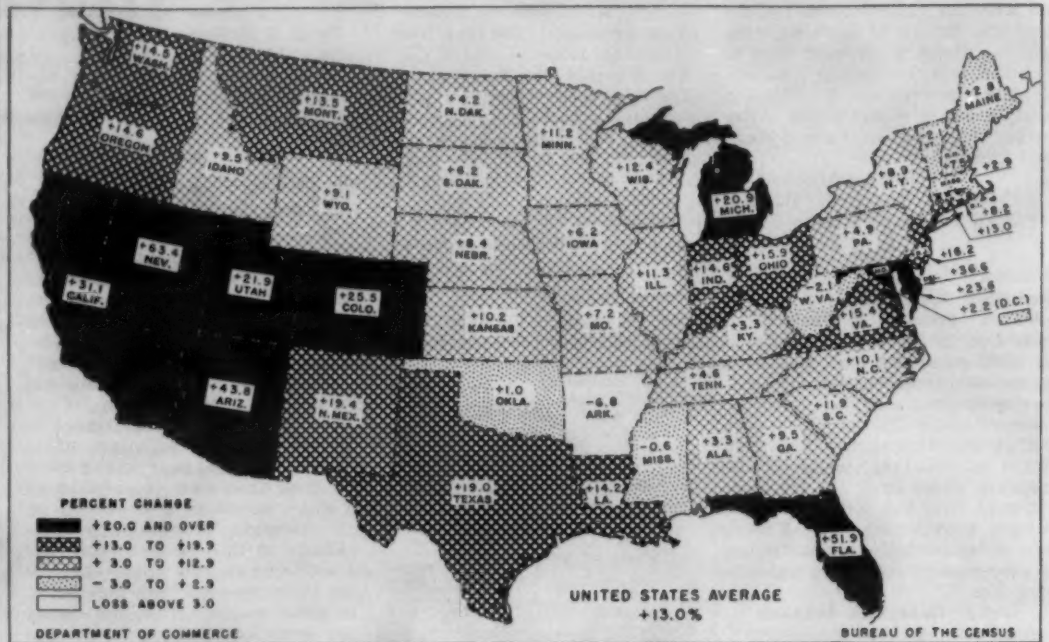
Our know-how has been put to good use by leading agencies and blue chip manufacturers (as well as smaller ones too) over the past eleven years, for sales producing, headache-free consumer contests.

If you want to know how to run a sure-fire, sales-building consumer contest that is within your budget, phone, wire or write:

The S. Jay Reimer Company, Inc.
 155 Mineola Boulevard, Mineola, L.I., N.Y.
 TELEPHONE: Pioneer 7-5300

Eleven Years in Business • Eleven Years of Dependability

Percentage Changes in State Populations: 1950-1957

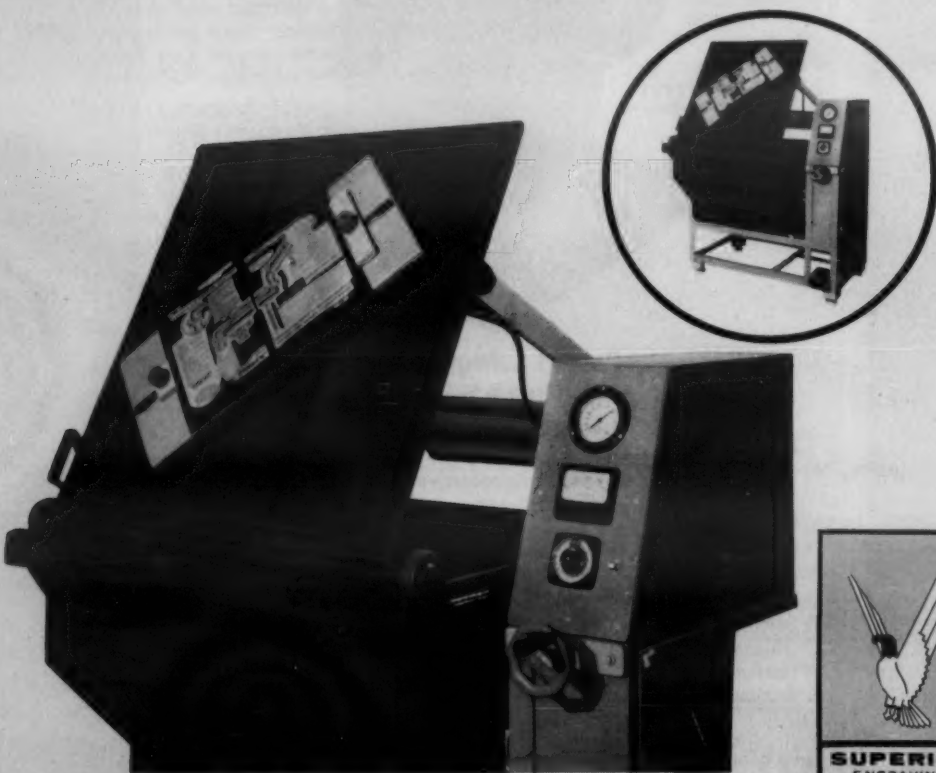


GROWING—Almost all the states have increased in population, according to this map which gives the increases by percentages. Source: Bureau of the Census.

it's here...

Powderless Etching on copper brings economy and quality to your very next engraving! It's the system that creates a new richness in dot value... a crisper, cleaner reproduction in print! Powderless Etching in the hands of Superior craftsmen assures superb dot structure, the elimination of shoulders and connectors... and that just-right depth for added quality!

For an easily detectable difference in the etched plate, try Superior's Powderless Etching on your very next color or black and white. Do it today...



For Superior Service, Superior Quality...

call SUPERIOR now!

215 WEST SUPERIOR STREET, CHICAGO 10, ILLINOIS

CHICAGO'S FOREMOST PHOTOENGRAVING AND OFFSET PLATEMAKING PLANT

SUPERIOR ENGRAVING COMPANY
 CALL NIGHT DAY
 Superior 7-7070

Supreme Court Asks Review of Award of Orlando Channel 9

WASHINGTON, Nov. 4—The Supreme Court last week ordered lower courts to review the third of a long list of Federal Communications Commission decisions which have been mentioned during hearings of the House committee on legislative oversight.

The case, returned to the lower courts for re-investigation, involved the award of Channel 9, Orlando, Fla., to Mid-Florida Television Corp. The court referred to reports that an attorney once employed by Mid-Florida had contacted former Commissioner Richard Mack.

The court had already remanded for similar review cases involving de-intermixture proceedings in Springfield and Peoria, Ill. Lower courts had reopened cases involving Channel 10, Miami, and Channel 5, Boston, and FCC itself has

revealed that the award of Channel 10 in Orlando and Channel 7 in Miami are being reviewed. #

Schick Sets TV Contest for Its Distributors

Schick Inc., Lancaster, Pa., assured itself of a maximum viewership of its tv commercials from its distributing organizations by offering \$500 in prizes. To qualify for the contest, executives and employees of the organizations had to correctly name the girl identified as Sophia in the integrated Schick commercial used on the "Phil Silvers Show" (CBS-TV). The Schick agency, Benton & Bowles, recently conducted a drawing to pick the winning contestants. Irene Saunders of L. Luria & Sons, Miami, won \$250, and William Karpfen of RCA Distributors, Los Angeles, \$100. There were six additional cash prizes.

The commercial featured the new Schick advertising theme for its power shave men's electric shaver, "For beards tough as cactus, skin tender as a toy balloon."

YOU CAN'T COVER NORTH CAROLINA WITHOUT THE WINSTON-SALEM JOURNAL AND SENTINEL

WINSTON-SALEM LEADS STATE IN BUILDING AND LOAN ASSETS

Top three cities in assets held by building and loan associations, as reported for fiscal year ending June 30.

WINSTON-SALEM	\$80,757,357
CHARLOTTE	64,569,766
GREENSBORO	64,064,523

CIRCULATION NOW 102,388
 Pub. Statement ending March 31, 1958

JOURNAL MORNING SENTINEL EVENING REP. KELLY-SMITH COMPANY



Prosperity by paradox

To the classical economists it was self-evident that two men with hoes produced twice as much as one man with a hoe; that two farms should double the output of one.

But these earlier economists reckoned without better farmer brains, improved strains of plants and breeds of livestock, better animal housing, easier handling of feed, fertilizer, power machinery, more effective planting and storage—all of which contribute to the present paradox of farm prosperity—fewer farms with greater productivity.

Between 1940 and 1958, farms declined in number from 6 million to 4.8 million, a 1.2 million deficit. Farm population dropped from 30.5 million to 20.8 million, a loss of 9.7 million people.

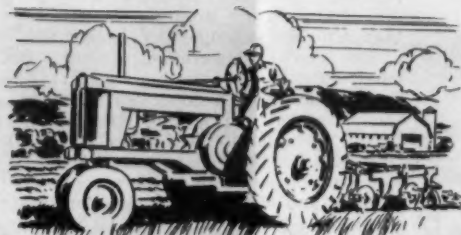
But in the same period *farm output* per man hour doubled! Feed grain production



per man hour increased 232%, hay and forage 111%, poultry 78%, milk cows 58%, meat animals 13%. Average acreage rose from 174 in 1940 to 242 in 1954. Average investment per farm worker has risen from \$3,431 to \$16,813! And every farm worker now supports 23.6 people—compared with 10.7 in 1940!

With fewer farms and increased production, the country's good farmers are doing better business. And an estimated 19% increase in realized net farm income over 1957 indicates that **SUCCESSFUL FARMING** families represent a superlative market now.

SUCCESSFUL FARMING is a methods manual and business guide for the large



producers of feed crops and livestock. The SF farm average is more than 300 acres, above average investment in land, with eleven permanent buildings, more than one tractor, and a heavy inventory of farm machinery. The estimated average farm cash income of the SF farm family in 1957 was \$10,870, will be higher this year.

These prosperous farm families have been stepping up their living standards since 1946, and spending money on their

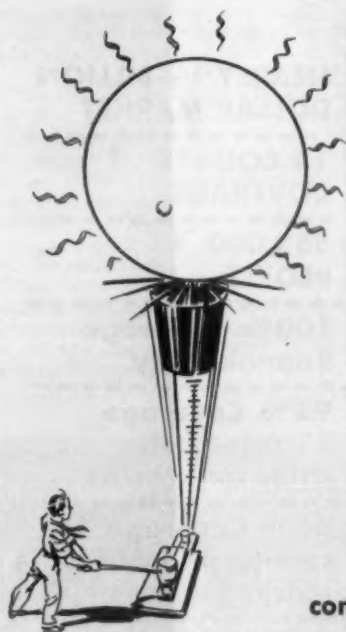
homes. They are prime prospects for new furniture and furnishings, appliances, cars, luxuries, travel, insurance and investment. And because **SUCCESSFUL FARMING** for fifty-six years has helped them earn more and live better, no general medium approaches SF in real influence in its market, in extra responsiveness that swells returns from advertising.

For better business go where business is better.

Any SF office will give you the details.



Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans.



Income UP 22%—now!
With larger cash receipts from sales,
higher prices, bigger volume,
US farmers' realized net,
first six months of '58,
was at an annual rate of \$13.3 billion—
22% ahead of first half of '57.
Buy boom, not recession, customers—
in Successful Farming—
with 1,300,000 circulation
concentrated among the 44% of US farmers
earning 91% of cash farm income.
Estimated average SF farm subscriber's
'57 cash farm income—\$10,870, all-time high . . .
delivering balance, influence, sales,
where general media lack penetration!
Call any SF office for details.

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'Weekend Magazine' Sets French-Language Edition

Weekend Magazine, Montreal, has concluded an agreement with *Le Nouvelliste*, *Trois-Rivieres*; *Le Soleil*, Quebec, and *La Tribune*, Sherbrooke, to put a new French-language edition of the supplement into those dailies beginning Nov. 12. *Weekend Magazine*, which currently has a circulation of 1,500,000, will thereby increase its figure to 1,700,000.

Rates for the French-language edition as well as for a combined issue will be announced shortly.

S&H, Top Value Happy with First Year in Chicago

CHICAGO, Nov. 4—Trading stamps, now one year old in the Chicago area, seem to have secured a limited but firm foothold here.

Sperry & Hutchinson and Top Value Enterprises, leaders of the stamp activity here, are both bullish and generally satisfied with their first year's progress in the vast Chicago metropolitan market.

But there is general agreement that, despite the great potential here, Chicago has been slower than most markets to accept stamps. Major portions of the food retailing business, both chain and independent, have declined to accept stamps and show little indication they intend to.

Sperry & Hutchinson Co., which started the ball rolling in October, 1957, by distributing its Green Stamps through National food stores and Wieboldt department stores, is well satisfied with its program's progress here and held a press luncheon to say so.

More importantly, Harley V. McNamara, president of National Tea Co., whose approximately 230 food stores here have spearheaded the Green Stamp distribution, reported to the luncheon that National's sales in the Chicago area in the first three quarters of this year were well ahead last year and "the profit picture is favorable so far."

He declined to specify exactly how far ahead of last year its Chicago business is. But National has reported that 1958 sales up to Oct. 4 for its entire chain of 930 stores was 17.4% (\$86,068,863) ahead of the comparable period last year. About 25% of these stores are in

FOOD PRICE LEVEL TREND OCTOBER, 1957 TO AUGUST, 1958 COMPARED TO PREVIOUS YEAR



PRICE PICTURE—Plotted by Sperry & Hutchinson Co. using U.S. Bureau of Labor Statistics data, this graph indicates that in Chicago, where trading stamps are now in use, the food prices (thick line) jumped up the first month (November) that stamps were distributed, but subsequently fell back into line. In March, 1958, Chicago prices dropped below other U.S. cities and below three non-stamp cities and have remained below them ever since.

the Chicago area and Mr. McNamara said sales gains in Chicago "have been in line with the general progress of the company."

James F. Tobin, president of the Wieboldt stores, all seven of which distribute S&H stamps and also serve as redemption centers, said Wieboldt's sales in the first half of 1958 have been above the average for all department stores here.

The Federal Reserve Bank has reported the average department store operation in Chicago showed a dollar volume decline of 4% in the first half. Wieboldt sales have shown a gain.

In addition to these primary distributors S&H has lined up some 960 gas stations in its program, 130 ladies' wear stores, 124 hardware stores, 148 dry cleaners, 49 furniture stores, 54 jewelers, 39 radio and tv stores, 49 bakeries and numbers of other retail outlets, including auto dealers and (on an experimental basis) a couple of bowling alleys.

With the exception of drug stores, of which S&H has lined up about 148, penetration into allied retailing businesses has been satisfactory, Herbert R. Newman, S&H's midwest vp, told ADVERTISING AGE, "... and we're working hard on those drug stores," he added.

S&H now has 3,500 retail outlets. It also has ten redemption centers in the Chicago metropolitan area which, by Nov. 15, according to Mr. Newman, will be redeeming stamps at the rate of 300,000 books a month.

S&H spent about \$1,000,000 on ads in the last quarter of 1957 during the stamp introduction period. So far this year it has spent \$237,000 in the first half and expects to spend \$115,871 in the last two months—suggesting an annual ad expenditure in the Chicago area of about \$500,000. Sullivan, Stauffer, Colwell & Bayles handles the account.

Also bullish, but much more reticent, is Top Value, apparently running a strong second in stamp distribution volume. Ralph F. Whitgraf, senior account executive with Campbell-Mithun, Minneapolis,

olis, Top Value's agency, declined to tally its retail accounts (about 80 Kroger food stores in the metropolitan area, a large number of gas stations plus an unknown number of allied retailers). But he did generalize that Top Value is quite satisfied with its first year's penetration of the market. Top Value operates seven redemption centers in the metropolitan area, suggesting a relation to S&H, which operates ten.

"Chicago is certainly slower to accept stamps than most markets are," Mr. Whitgraf said, "partially because of its very great size and partially because major chains like Jewel, A&P and Hi-Lo aren't using them. But this isn't really hindering Top Value's operation," he added.

A relatively late-comer in the stamp business here was Gold Bell Gift Stamps, which was called in in November, 1957, by the Allied Food Council, an off-shoot of the Associated Food Retailers of Greater Chicago.

The AFR has long been vocally anti-stamp and the interest of many of its members in stamps was known to be primarily defensive. Following an initial spurt of interest on their part last fall, and great expectations on the part of Gold Bell, many of the independents have cooled to the stamp idea, and today Gold Bell has only 800 retail accounts and three redemption centers.

So far this year Gold Bell has spent a little more than \$175,000 on advertising, according to M. F. Goldman, Gold Bell's Chicago district manager. W. B. Doner & Co. handles Gold Bell.

"Things haven't panned out as we had hoped," Mr. Goldman acknowledges. He estimated that the stamp business has attained only about 16% saturation of its potential in the Chicago market, "nowhere near as much as we had expected," he said.

He added he doesn't expect there will be any major change in the situation here until and unless big chains like Jewel (strongly anti-stamp) or Hi-Lo go into stamps. "Nonetheless, we're going to hold on here. We're here in

FORT WAYNE, IND.

its story in a nutshell

585,700 People

15-County Market

A Billion Dollars to Spend

Write for free Market book

Only Fort Wayne's newspapers saturate this great market of 181,200 homes with 139,070 copies daily and 95,851 copies on Sunday.

FORT WAYNE NEWSPAPERS, INC., Agent

The News-Sentinel • THE JOURNAL-GAZETTE

Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco

The Roanoke Newspapers' PRIMARY Market is Virginia's 3rd Market

Situated in West Central Virginia, isolated from others, this 16-county Roanoke primary market embraces 552,000 people and 7,516 sq. miles. As The Roanoke Times and The Roanoke World-News are the only daily newspapers that cover this area, they are the most effective and economical media to reach them and sell them. Detailed facts on request.

SOLID MERCHANDISING COOPERATION

NEARLY 1/2 BILLION DOLLAR MARKET

16 COUNTY COVERAGE

552,000 PEOPLE

100% Coverage Roanoke City

95% Coverage 61 principal cities and towns

65% Coverage 16 county primary market

INTACT TEST MARKET

SELF-CONTAINED ECONOMY

ROANOKE TIMES AND WORLD-NEWS

National Representatives
SAWYER — FERGUSON — WALKER CO.

Roanoke is a "Burgoyne" City

Spot Color is available

effective with the October 1958 issue

FLOW

changed its name to

Material Handling Engineering

AN INDUSTRIAL PUBLISHING CORPORATION MAGAZINE

812 HURON ROAD • CLEVELAND 15, OHIO

business to stay," he asserted. As to the effect trading stamps have had on prices in Chicago in the year they've been here, Eugene R. Beem, a research consultant for S&H, says his studies indicate Chicago housewives are saving about \$14,000,000 annually on their grocery bills because of the competition created by the stamps.

He cited a one-year comparison of price changes in (1) all U.S. cities, (2) three non-stamp cities (Washington, San Francisco, Seattle) and (3) Chicago. The percentages of change in food costs for these three categories, based

on U.S. Bureau of Labor Statistics consumer price index, Mr. Beem pointed out, shows that prices nationally went down .3% from October, 1957, to August, 1958, and went down 1.1% in Chicago. In the three non-stamp cities prices went up .6%. #

Eureka Tests Updated Version of 'Home Demonstration'

Eureka Williams Corp., Bloomington, Ill., is "demothballing" a vacuum cleaner selling technique it pioneered 40 years ago—the home demonstration. The company is compressing the door-to-door salesman's pitch into 80-second and two-minute tv commercials to be test marketed in Grand Rapids and Kansas City. A. L. McCarthy, Eureka sales vp, said that the home demonstration became "old hat" when every housewife knew how a vacuum cleaner worked. But now that the company has introduced a new Vibra-beat attachment, the home demonstration technique is being revived, he said.

Television was chosen to "accomplish in a brief time what an army of door-to-door salesmen would take months or years to do." The drive began late in October in Kansas City and Grand Rapids. One-minute spots also are scheduled in Chicago, Boston, Philadelphia and New York. Earle Ludgin & Co., Chicago, is the agency.

Elgar Promotes Griffith

Peter A. Griffith, formerly associate producer of Peter Elgar Productions, New York, tv commercial producer, has been promoted to exec vp in charge of production and also named a partner of the company.



SHOPPER'S GUIDE—The Nov. 26 issue of *Life* will carry this RCA Victor color spread with a 12-page booklet attached. The booklet presents the RCA line. Kenyon & Eckhardt is the agency.

Magazines to Offer Reading Aplenty With Booklet Inserts in Ads This Fall

NEW YORK, Nov. 4—Magazine readers are going to have fewer coupons to clip this winter, as advertisers continue to insert their free booklets directly in magazines, rather than merely offering them in a coupon ad.

- In the Nov. 27 *Life*, Corn Products Refining Co. will run a color spread plus a 24-page cook booklet of "Happy Holiday" recipes.

- RCA Victor will attach a 12-page catalog in the Nov. 26 issue of *Life*, along with a color spread promoting the RCA line for Christmas gifts.

- In the December *Ladies' Home Journal*, Minnesota Mining & Mfg. Co. will run a 16-page gift wrapping guide.

- In the February *McCall's*, six manufacturers are joining in a 12-page ad featuring the 31 winning recipes from the Pillsbury flour bake-off.

- The Corn Products ad will consist of a color spread enclosing a 24-page booklet, 6½x8" in size. The booklet will include 74 holiday recipes made with Mazola corn oil and Karo syrups. In addition, ideas for gift and home decoration as well as work and food savers will be presented.

The merchandising program backing up the ad starts out with an announcement folder going out to all the company's retail food outlets. The company has also pre-

pared color point of purchase backer cards: Multipurpose cards suitable as shelf-hangers, tuck-in or basket cards and mats, all featuring the "Happy Holiday" theme.

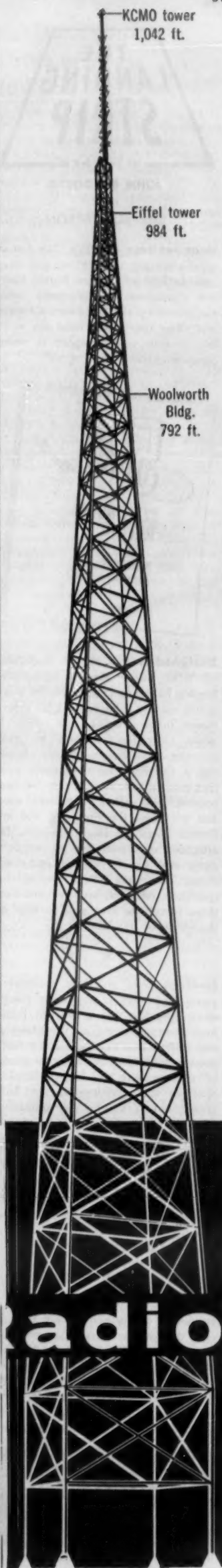
A volume-building premium is also available, offering grocers' customers a \$5 corn popper for \$3. Lennen & Newell is the agency.

- The six advertisers jointly sponsoring the 12 pages of Pillsbury bake-off recipes in *McCall's* are the General Electric range division, Atlantis Sales Corp. (French's spices), Red Star yeast, Reynolds Metals Co. (Reynolds Wrap), Morton Salt Co. and Pillsbury Co., the originator of the ad.

Campbell-Mithun, Chicago, the agency for Pillsbury, is handling.

- Minnesota Mining & Mfg. Co., Minneapolis-St. Paul, will launch its "Christmas Magic" campaign with a 16-page gift wrapping booklet in the December *Ladies' Home Journal*. The color booklet is illustrated with dozens of how-to instructions for using Scotch-brand tapes and Sasheen-brand ribbons and wraps for holiday decorating and gift wrapping.

The campaign will also include a one-hour tv show with Art Carney and the Baird puppets Nov. 30 on ABC-TV. A Paris-produced movie is now being sent out to schools, churches and clubs. MacManus, John & Adams, Bloomfield Hills, Mich., is the agency. #



DREAMS CAN COME TRUE

—Mr. Sales and Advertising Manager

Here is what you need to increase sales! The best Silent Salesman yet—will outsell most talking salesmen! Win friends and customers . . . move your product off floor or counter . . . reduce your selling costs . . . get more retail outlets. For full details on this promotional product, now being introduced, write THE OHIO ADVERTISING DISPLAY CO., CINCINNATI 14, OHIO.

Heartiest gift of the Season!

Give them a happy HENNESSY HOLIDAY

84 PROOF COGNAC BRANDY Schieffelin & Co., N. Y.

In Paris . . . it's the Eiffel tower . . . in Kansas City it's KCMO's "Eye-full" tower

TALLEST SELF-SUPPORTED TOWER IN THE WORLD
LOCATED AT BROADCASTING HOUSE, KANSAS CITY

KCMO-TV and KCMO Radio

KCMO-TV Channel 5—maximum power from the world's tallest self supported tower—1042 feet above ground for greater coverage.

KCMO-Radio 810 Kc. with a 50,000 watt signal — makes it Mid-America's most powerful station.

A community leader in programming, public services, and award-winning radio news reporting.

represented nationally by The Katz Agency

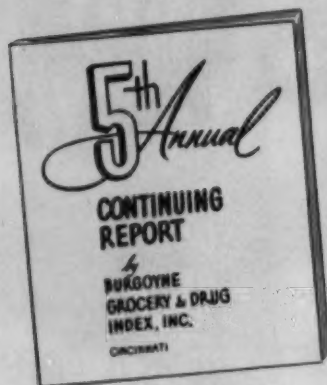
Kansas City's ONLY complete broadcasting service — Radio — Television — and FM.
 One of Meredith's All Family Stations

Affiliated with Better Homes & Gardens and Successful Farming Magazines

THE LANDING STRIP

as seen by
JOHN BURGOWNE
and
BILL MASTERSON

Hear ye! Hear ye! The "5th Annual Continuing Report" of the likes and dislikes of regular Super Market Customers has recently been completed by the Burgoyne Grocery and Drug Index, and take our word for it—this year's report is more comprehensive than before!



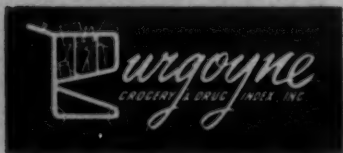
Designed to get at the real facts of "Mrs. Super Market Shopper's" buying habits and attitudes, the Burgoyne survey is based on 1,725 interviews taken in five test cities. It gives extensive answers to such questions as—the reasons for choosing a favorite super market, how shoppers think stores can be improved, how often customers shop and who does the shopping, the influence of ads on store selection, the attitudes of customers on window signs and the buying of non-food items. These are just a few of the questions covered, and we mention them merely to give you an idea of the value of this study.

★ ★ ★

Findings over the five successive years this survey has been made, show that the Super Market business is experiencing all the physical and operational changes of any fast-growth business. For either the chain or independent the Super Market operator—determining the exact balance between the changes conducive to more efficient Super Market operation—and the changes in the wants and desires of customers—is a coveted objective. This 5th Annual Continuing Report brings this balance into sharper focus. Naturally, the disclosures of the report are equally valuable to manufacturers, and their advertising agencies.

★ ★ ★

Although this study is made as a service to our Super Market friends—its disclosures about the attitudes and buying habits of Super Market shoppers pinpoint the sales targets for national advertisers. Your copy of this "5th Annual Continuing Report" will come to you post paid for one dollar sent to our Research Director.



FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

ITC Names Lou Smith for PR; Forms Division

Lou Smith Organization, Beverly Hills, has been appointed to handle public relations for Independent Television Corp., New York, tv film producer-distributor. John C. Sebastian, formerly publicity director of CBS Films, will head Smith's New York branch, which will have temporary offices at the ITC headquarters. Lou Smith also will do pr for Muzak Corp. and the new Programmatic Broadcasting Service, both of which, like ITC, are owned by the Jack Wrather organization. ITC also has promoted John W. Kiermaier, formerly business manager, to assistant to the president, Walter Kingsley.

ITC has formed a new division, Arrow Productions, for sales and counseling on rerun films. Alvin E. Unger, formerly with Ziv Television Programs, has been named administrative manager. Stanley Levey, previously with Television Programs of America, is sales manager.

Ford Is Triple Winner for Its Annual Reports

'Financial World' Also Honors Six Companies for Ads Pushing Reports

New York, Nov. 4—Ford Motor Co. was a triple winner last week at the 14th annual awards banquet sponsored by *Financial World* for the best annual corporate reports. The automobile manufacturer won the gold Oscar for the best 1957 annual report of all industry, the silver award for best of all manufacturing, and the bronze award for the best in the automobile industry. In winning the bronze award, Ford displaced the hitherto undefeated and 14-time bronze



Megowen Runge Abt Gerling Macha Nicolosi Williams Gynn

OPEN HOUSE—Robert Runge, vp of marketing, Garfield-Linn & Co., Chicago, greets guests at the opening of the agency's new offices, at 333 N. Michigan Ave. Participating in the festivities are Roger Gerling and Val Williams, sales executives of Spector Freight System; Lois Megowen and Joyce Gynn, of Continental Casualty Co.; Betty Abt, Edith Macha and Gwen Nicolosi, of Garfield-Linn.

award winner, General Motors Corp. The awards were accepted for Ford by Dr. Theodore O. Yntema, vp-finance.

The gold award was presented by Walter A. Wecker, president of Marquette Cement Mfg. Co., last year's winner. The silver awards were made by Dr. G. Rowland Collins, dean of the graduate school of business administration, New York University, and chairman of the board of judges. The bronze awards were made by Richard Anderson, editor and publisher of *Financial World*.

Texas Eastern Transmission Co.; manufacturing—Topp Industries Inc.; transportation—Hertz Corp.

Bronze awards were presented to 100 companies for the best annual reports in 100 different industrial classifications.

With General Motors eliminated from the bronze award winners this year, only three companies continued to maintain an unbroken record since the awards were first established in 1943: Brown & Bigelow; International Harvester Co., and Marquette Cement Mfg. Co. #

Patent Ad Ban Postponed

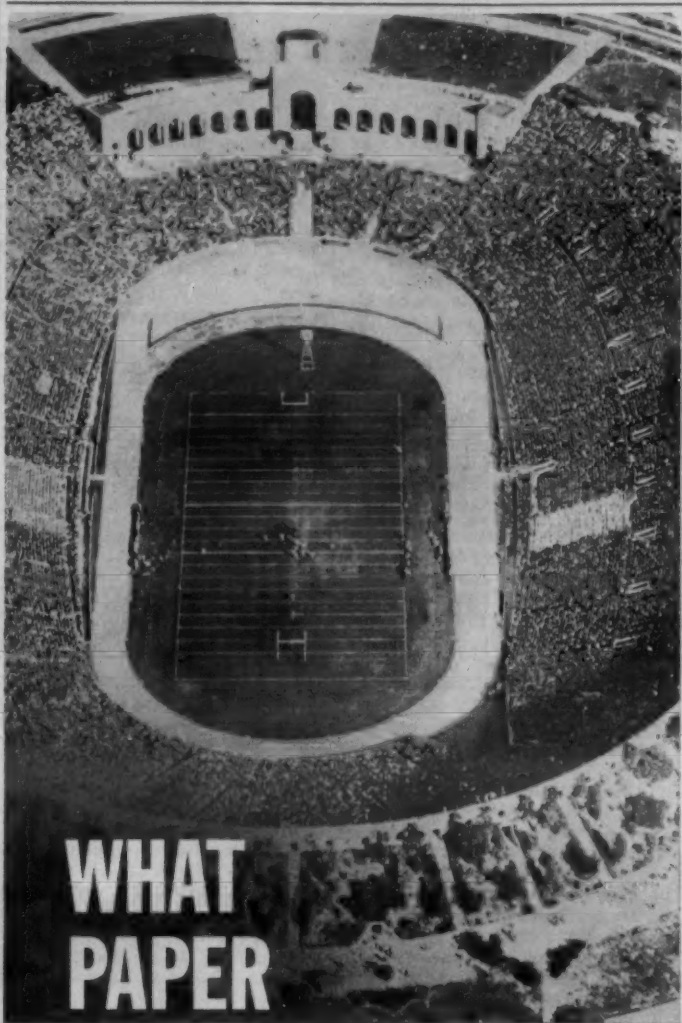
The Department of Commerce has postponed until at least May 1, 1959, enforcement of a new regulation slated for effect Jan. 1, 1959, prohibiting companies practicing at the patent office from advertising. The postponement was made to await federal district court action on a suit filed by Merlin W. Evans, owner of several patent service companies, challenging the department's authority to impose an outright ban on advertising.

Olian & Bronner Gains One

Terry Foods Inc., Park Ridge, Ill., frozen meat marketer, has appointed Olian & Bronner, Chicago, to handle its advertising. Aubrey, Finley, Marley & Hodgson, Chicago, previously handled the account.

- Silver award winners were made in this order:
 - Best in Canada: Imperial Oil Ltd.
 - Best in Latin America: American & Foreign Power Co.
 - Best of public utilities: American Electric Power Co.
 - Best of financial institutions: Insurance Co. of North America.
 - Best of Transportation: Denver & Rio Grande Western Railroad.
 - Best of merchandising & services: Sheraton Corp. of America.
 - Best of consumer goods: Continental Can Co.
 - Best of manufacturing: Ford Motor Co.

- Six companies received awards for annual report advertisements judged best in 1957: Chemicals—Chas. Pfizer & Co.; public utilities—Arizona Public Service Co.; financial institutions—Pacific Finance Corp.; petroleum products—



WHAT PAPER WILL THEY READ TONIGHT?



Tonight—in the mammoth, monied city of Los Angeles—one newspaper will bowl over all its competition.

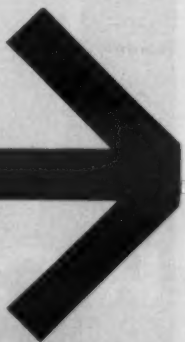
The newspaper: the *Herald-Express*. It sells more copies (and more products!) than any other evening paper in all the West.

Worth remembering . . . especially if you're out to bowl over some competition of your own!

Biggest paper under the AFTERNOON sun!
Circulation: 342,000. Represented by
Maloney, Regan & Schmitt, Inc.

LOS ANGELES HERALD-EXPRESS

the new force in building



REASON: IT IS THE ONLY MAGAZINE READ BY ALL 4 BUILDING DECISION-MAKING GROUPS—ARCHITECTS, ENGINEERS, CONTRACTORS AND CLIENTS

Architectural Forum the magazine of building published by TIME INC

ANA Investigates Network Rules on Product Protection

(Continued from Page 1) scheduling was done to keep the heavy tobacco spender on CBS (AA, June 2).

This is essentially a two-pronged problem. Networks not only try to keep commercials for competitive products separated, they also have to avoid juxtaposition for non-compatible products, such as beers and headache remedies, foods and reducing formulas, etc.

As old as broadcasting, this problem of how much time there should be between competitors and what type of products are compatible with each other has worsened as more and more advertisers have started traveling the diversification route, and it has always been one of radio-tv's most controversial areas.

The ANA committee's first assignment, according to Mr. Abrams, is to find out exactly what the product protection regulations are at each of the networks. He said it took quite a while to get the necessary statements of policy from the networks.

Now that this material is on hand, however, the radio-tv group is expected to meet early in December for a discussion on the matter. The material will be analyzed to determine the differences and the similarities among the policies of ABC, CBS and NBC.

A summation of the committee's analysis will be forwarded to ANA members. They also will be surveyed on such points as how they have been affected by the present policies in this area and what they think the policies should be.

Simplification in the area of product protection is extremely difficult. In the first place, the networks are trying to keep their position as fluid as possible—though CBS and NBC do have printed policy statements on the subject. Further, no two situations are ever exactly alike and a dispute between two good customers, who don't want to be too close to each other on tv, like any other argument between two good customers, is subject to negotiation.

However, these are the skeletal basics of the ABC, CBS and NBC policies, which look somewhat similar:

1. Competing products are guaranteed at least 15 minutes separation from each other. In the evening the networks generally try to keep them a half-hour apart.

2. There is no product protection guarantee for an alternate sponsor on the week he is on with a "minor" announcement and his "minor" announcement can be shifted by the network to another position in the program to avoid conflict with adjacent products.

3. The number of products guaranteed protection on shows varies. An alternate-week daytime quarter hour sponsor gets protection on one product on NBC and two on CBS, for example. There is protection for no more than three products on a single nighttime show at NBC, while CBS has no strict numerical limitation. At ABC this is negotiable.

4. Advertisers who buy segments of daytime shows are protected only on the days they buy at CBS and NBC. An exception to this rule at CBS is the personality show where stars such as Arthur

Godfrey and Art Linkletter do their own selling. These programs do not advertise two brands of any item. ABC says its daytime doesn't accept two of any type product either.

However, other daytime programs at CBS and all those at NBC that are sold to several companies may advertise one kind of soap on Monday and four other kinds the other four days of the week.

NBC stars, such as Jack Bailey on "Queen for a Day," will personally handle the commercials for only one product in any category; but a competing product, with the commercial handled by someone else, is acceptable on another day. The same holds true at CBS for programs featuring a so-called emcee, including "The Verdict Is Yours." In short, there is product exclusivity on the services of the emcee but not on the show except for the day the product is scheduled.

5. The networks want to be notified two or three weeks in advance when a sponsor is going to change the featured products on his show. This is so the stations can avoid product conflicts with adjacent spot users.

6. An effort is made to keep non-compatible products separated.

7. Whenever copy conflicts arise between two non-competing and usually compatible products, the dilemma is resolved through negotiations. #

Cue Publishing Shifts Four Execs

NEW YORK, Nov. 4—Cue Publishing Co. has made four changes in its executive lineup "in line with a forthcoming expansion program."

Archbold van Beuren, formerly publisher, has been elected chairman of the board, and Edward Loeb, vp and treasurer, has been named publisher. At the same time, President Mort Glankoff becomes chief executive officer as well, and W. T. Long, associate publisher, has been elected a vp.

Mr. van Beuren has been publisher of Cue since Jan. 1, 1955, under a license agreement from the corporation. While the agreement was terminated Oct. 31, Mr. van Beuren will continue to maintain his active participation in the magazine. Mr. Loeb, the new publisher, started with Cue in 1937, two years after its founding, as an office boy. #

"1288 miles wiped the bored look off my face"

A rather informed report on the new 1958 Olds Cutlass from Chrysler Corporation.

BY LINE—This is the first page of a three-page b&w ad for Chrysler in the Nov. 8 Saturday Evening Post, signed by Dwight Bohmbach, copy supervisor at Leo Burnett Co. This may or may not represent a trend by Leo Burnett Co. for its client, but AA learned that a similar three-page ad for Mariboro cigarettes is slated for the Nov. 15 New Yorker, signed by Leo Burnett himself.

Godfrey takes Ronson apart

TRANSLATOR — Arthur Godfrey substitutes his own comments for ad talk in this page for Ronson Corp.'s new CFL shaver (AA, March 17) in Look, Nov. 25, and Life, Dec. 15. Grey Advertising Agency, New York, is the agency.

Knowledge Grows with Communication. Time's Jackson Tells Public Relations Group

NEW YORK, Nov. 6—"Maybe we should reconcile ourselves to the idea that in certain areas of human knowledge there will necessarily be some very tiny societies of human beings who can comprehensibly communicate only with each other."

"Maybe that is the way of all knowledge when it is very young. But we can no longer afford the luxury of permitting knowledge to stay 'young' very long."

This comment by C. D. Jackson, vp, Time Inc., typifies the all-encompassing atmosphere in which much of the 11th annual conference of the Public Relations Society of America was conducted this week. Mr. Jackson was chairman of a panel discussion conducted by 15 top officials and editors of Time Inc. on the subject, "The Great Forces Shaping Our Future."

He went on to say: "Communication is more than a tremendous force in itself. It is also the accelerator and expediter of every other force that men have stumbled upon or been able to devise. As we learn to communicate farther and better and faster the power of the word grows ever greater." He suggested that the purpose of the communications business might well be "to distill from the seething cauldron of ever increasing human knowledge that essence, that vital core of meaning, so shaped as to make its contribution to increasing understanding."

The 1,500 assembled pr men, including foreign representatives, heard Roy E. Larsen, president of Time Inc., declare:

"Public relations has been the great awakener of the corporate conscience, the great exponent of the idea that corporations should be aware of themselves, just as their publics are aware of them."

"It is striking, for example, how public relations techniques have been adapted to advertising in recent years in the efforts to delineate the corporate image. Before that could be done, however, there had to be some justification for the corporation to be favorably reflected. That justification has in large part been in your province."

"Professional public relations has been the activating force in releasing for the public good the tremendous resources of manpower and of wealth represented by the American corporation," he said. "Journalism could urge, but it could not implement, this attitude of enlightened public service. Advertising could point out the accomplished fact, but it could not

bring it about. Public relations could and did supply the motivation."

Adolf A. Berle Jr., professor of corporate law at Columbia University and former Assistant Secretary of State, noted that:

"The practice of public relations and the practice of law are the two principal professions in which practitioners plead other men's causes for pay. Both professions are in great demand, though neither is popular; both are suspect, and in both cases not wholly without reason. The profession of law has, however, an enormous advantage over yours."

"A lawyer, even when arguing for pay in the interest of a client, has a positive goal. In theory he is seeking justice, though frequently at long distance. At long last a court decides what justice the law can give. Also, he is pledged not to do certain things... He may not live up to these and other standards."

"Your profession, on the other hand, has no court other than public opinion and, I am told, is only now attempting for the first time to draw a code of ethics—chiefly a list of things you pledge not to do. Perhaps it has still to tackle the positive problem: What ideal does the profession have, beyond collecting fees?"

Carroll R. West, vp and manager of the public relations division of the Title Insurance & Trust Co., Los Angeles, was elected president of PRSA. #

Cope, Former Chrysler VP, Named Selva & Lee President

James Cope, who resigned as vp of corporate market planning of Chrysler Corp. shortly after McCann-Erickson resigned the account to take Buick, has been named president of Selva & Lee, New York public relations company.

Mr. Cope, who had handled Chrysler's public relations at one time, said that his departure from the auto company was not in any way related to the agency switch. At Selva, he succeeds James P. Selva, who has become board chairman. Morris M. Lee continues as exec vp.

Ad Golfers Elect Fryk

Ed Fryk, Parents' Magazine, has been elected president of Western Advertising Golfers Assn., Chicago. Other new officers are Lou Smith, Edward Petry & Co., 1st vp; Rudy Peterson, WBKB-TV, 2nd vp; Chet Dille, Milwaukee Road, secretary, and Bob Davis, Kraft Foods, treasurer.

Ad Detergent Drive to Stress In-Pack Dinnerware

NEW YORK, Nov. 5—Colgate-Palmolive Co. will start a national advertising campaign shortly after Jan. 1 for its Ad detergent, using an in-pack dinnerware premium.

Market testing began Sept. 1 in several southeastern markets, and the company reports the premium package is now in national distribution. Advertising will include four-color units in The American Weekly, Family Weekly, Parade and This Week Magazine, plus participations on "The Big Payoff" and tv spots in major markets.

Business paper advertising has already broken, headlined: "1st really new idea in detergent salesmanship already a fabulous success." Lennen & Newell is the agency for Ad.

Colgate-Palmolive is the second company in recent months to package dishware in its soap cartons. Last July (AA, July 14) Lever Bros. Ltd. introduced a new detergent, Extra, in the Canadian market. It came with an in-pack chinaware premium; introductory ads were headlined: "Extra, the great new blue laundry detergent with imported English chinaware in every package."

EDWARD WRAY

EVANSTON, ILL., Nov. 5—Edward Wray, 74, former publisher of Railway Purchases & Stores, died yesterday. Mr. Wray bought the 50-year-old publication, originally called Railway Storekeeper, in 1920. He sold it late last year (AA, Dec. 16) to Simmons-Boardman Publishing Corp.

Mr. Wray was originally a railroad man and helped build a railroad in Puerto Rico in 1908.

CHARLES E. McCULLOUGH

TENAFLY, N. J., Nov. 7—Charles E. McCullough, 80, retired advertising manager of the Pennsylvania Railroad, died here Nov. 6 after a long illness.

Except for military service in World War I, when he was a balloon pilot and was decorated by the French and Belgian governments, Mr. McCullough spent his entire career from 1906 to 1947 with the Pennsylvania. In the last three of those years he was advertising manager of the company at Philadelphia. Earlier in his career, as passenger traffic manager in Chicago, he traveled throughout the U. S. and Canada with seven Presidents, from Theodore Roosevelt to Franklin D. Roosevelt.

Mr. McCullough was the founder and first editor of "Contacts," publication of the American Assn. of Passenger Traffic Officers of the U. S., Canada & Mexico.

WILLIAM E. HUTCHINSON

CHICAGO, Nov. 6—William Earl Hutchinson, 70, exec vp and secretary of Corn Belt Publishers, died today in Wesley Memorial Hospital. He had been hospitalized for 10 days with a heart ailment.

Born in Rosedale, Kan., Mr. Hutchinson came to Chicago in 1917 as advertising manager of Corn Belt Farm Dailies, which merged with several other companies to become Corn Belt Publishers.

He was named exec vp and secretary in 1948. He also was general manager of radio station WAAF, Chicago, which is owned by Corn Belt Publishers. The company publishes the Daily Drivers Journal, Chicago; Daily Drivers Telegram, Kansas City; Daily Journal-Stockman, Omaha, and Daily Livestock Reporter, East St. Louis, Ill.

THE ADVERTISING MARKET PLACE

Rates: \$1.25 per line, minimum charge \$5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 3 days preceding publication date, Pacific Coast Representative (Classified only); Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, & Axminster 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of \$18.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR
6 MONTHS ENDING JUNE 30, 1958

41,961

HELP WANTED

CREATIVE COPY OPPORTUNITY
If you have a proven record for creating selling ads and promotion pieces, this small, growing mid-western agency offers a big future. You must be able to plan and write all types of materials to meet needs of one of the largest consumer accounts as well as the needs of small industrial accounts. At least 10-years copy experience required including major appliance writing. Please state salary required. Location within 100 miles of Chicago.

Box 1944, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BAIRD'S

Nation-wide Placements
in Advertising and Related Fields
Exec. Copy, Art, Production, Editorial,
PR, TV-Radio, Sales, Secretarial, Etc.
Call Miss Barnard
WA 2-3306, 393 E. State St., Chicago 4

PRODUCTION ASSISTANT
Stable, 30-person agency needs girl or woman to order engravings, scale copy, work with printer on 28-page magazine. Top fringe benefits. Outline letterpress experience, age, present salary.

Box 1979, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SECRETARY TO V.P. IN CHARGE OF ADVERTISING & SALES PROMOTION
Competent, versatile, style-conscious career girl 25 to 35 with college degree free to locate in Evansville, Indiana with sufficient previous experience in advertising to be able to step in and be a real secretary. Long hours are involved at times but good pay should offset. Top rated firm with superior working conditions. Give full details of background and annual income desired. Your photo, too, may be helpful. All replies will be held confidential and answered.

Box 1963, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLINE

Public Relations
Copywriters Adv. Managers
Artists Media Production Service
"All is grit, which comes to our mill"
Anderson 3-4424, 185 W. Adams St., Chgo 3

COMMERCIAL ARTIST
Man or woman, age 35-50, for ad agency in Central Illinois. Able to prepare clean, accurate keylines, some finished art, lettering, will assist Art Director. Must be able to carry out assignments with minimum supervision. Good living, good income, good opportunity for the right person. Write, stating qualifications and salary requirements.

Box 1976, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ASSISTANT TO ADVERTISING DIRECTOR
of rapidly expanding grocery products manufacturer. Must have intimate knowledge of consumer products marketing. Writing ability helpful. Prefer man with seven to eight years experience, in his thirties. Job presents challenging opportunities in expanding marketing division. Regular benefits plus pension and profit sharing. Write full details, including experience, education, and beginning salary to:

T. E. Chantron
Director of Advertising
Texise Chemicals, Inc.
P. O. Box 1878, Greenville, S. C.

HELP WANTED

EXECUTIVE & CLERICAL EXPERIENCED & TRAINED
Publishers Employment
480 E. Ohio St., Chicago, SU 7-2255

ADVERTISING EXECUTIVE - INDUSTRIAL
5 years experience with manufacturer or agency essential. Engineering education or background helpful. Must be creative marketer. Conscientious, ambitious. Responsible position with New York office international agency. Send full details, salary requirements, to

Box 1985, ADVERTISING AGE
480 Lexington Ave., New York 17, N. Y.

SALES PROMOTION MANAGER WITH PRINTING BACKGROUND
Paper manufacturer wants a man with graphic arts background to handle substantial sales promotion program. No "purple prose" needed, but must talk and write plainly and convincingly. Permanent, challenging position with ample room for expansion of activities and income. Write fully to

Box 1986, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING & PUBLISHING FOR ALL TYPES OF PLACEMENTS
GEORGE WILLIAMS—PLACEMENTS
209 So. State St. HA 7-1901 Chicago

TECHNICAL WRITER
Large manufacturer of control equipment in Midwest town needs experienced writer for preparation of bulletins and instruction sheets. Training in physics or chemistry required along with ability to express himself clearly in writing. Opening is immediate and permanent. Send qualifications and salary requirement.

Box 1967, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PRODUCTION MAN FOR small agency.
Must also have experience editing association publication or trade journal. We want a fast moving guy who thinks on his feet. Chicago. #6090-6500.

Box 1968, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALESMEN

Are you already calling on advertising and sales executives of large corporations and agencies? Could you represent an unrelated intangible to your clients, without embarrassing your present position? We will pay you a very good commission for leads resulting in a sale, whether or not you help us in closing. Territories east of Mississippi only. Straight commission.

Box 1989, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PHOTOGRAPHER to shoot 18 mm. SFF for TV commercials plus some still work. Need experience in filming food particularly. Write full details immediately to Program Director, KRNT-TV, Des Moines, Iowa.

MAGAZINE SPACE SALES
Will train man, 24-28 for fascinating career in lucrative field of advertising. Looking for a clean-cut, responsible, dependable man. Must have outside sales experience. \$100 per week during training. Blue Cross-Blue Shield and incentives. Reply in confidence to

Box 1990, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

CONTINUITY WRITER, experienced in radio and TV commercials. Write immediately full details, send samples and snapshot, to Program Director, KRNT-TV, Des Moines, Iowa.

RADIO-TV OPPORTUNITY
Southeast agency offers fast, prolific writer chance to grow with rapidly expanding radio-TV department. Send resume and salary requirement.

Box 1991, ADVERTISING AGE
480 Lexington Ave., New York 17, N. Y.

ADVERTISING MANAGER An aggressive and well established supplier of personal safety equipment and similar industrial specialties seeks a creative Advertising Manager with experience in direct mail advertising. The Company desires to increase the relative proportion of its business attributable to its national advertising as well as to give additional support to its expanding personal representation. Its line includes many unusual items which demand ingenuity and imagination for effective visual presentation to industrial executives and purchasing agents. In addition to supervising a small staff handling direct mail detail it is hoped that this manager has the added potential to devote a part of his time to coordinating other administrative and corporate responsibilities. A young college man is preferred with professional training and demonstrated ability in copy writing and preferably at the \$10,000 level or close to it. If you like the general Philadelphia area and are looking for a broader horizon let's review your resume in that light. Write

Box 1992, ADVERTISING AGE
480 Lexington Ave., New York 17, N. Y.

PHOTOGRAPHER. If you are in business for yourself with just enough to hang on in spite of the rough going we would like to talk to you. We are an established near N.S. studio. We believe that something of mutual benefit could be worked out. Reply in confidence to

Box 1993, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANTED: YOUNG EDITOR & PUBLICATION DIRECTOR FOR MERCHANDISING PUBLICATION.
WILLING TO WORK TO GROW.

Well established industrial publication in building-construction-architectural field is looking forward to expansion. Write summary of your experience. Can you write originally, analyzing data and facts, making it interesting to business men. Any samples? What's your background? What will you require now?—The sky ahead is much up to you.

Box 1994, ADVERTISING AGE
480 Lexington Ave., New York 17, N. Y.

NEW PRODUCTS

MARKETING RESEARCH

National food processing firm seeks an experienced consumer products research man for expanding program. Responsibilities will include development of techniques for evaluating consumer acceptance of new product ideas and direction to laboratories for improvement of products. Ability to deal effectively with top management essential. Position is new and offers excellent growth opportunity. Replies will be held in strict confidence. Send detailed resumé including salary requirement to:

Calbert Butler

THE PILLSBURY COMPANY
Minneapolis 2, Minnesota

AFTER 15%—WHAT THEN?

Agencies and advertisers wanting basics of simple, practical, equitable agency compensation system to replace present 15% method, write me today. Principals only.

W. H. LONG • Consultant
5347 N. Santa Monica • MILWAUKEE 17

ADVTG. MGR.

A six-man advtg. dep't. in one! Broad agency experience; unusual thinkability; rich mchdsg.-markt'g. background. Know how to take your product off the spot and put it in the spotlight.

Can function as creative executive on all levels from idea thru copy, art, production, publicity, p.o.p., media—in coordination with your present agency or a complete house-agency if necessary. Can cut budget corners without sacrificing quality.

Enthusiastic, energetic; healthy as a horse and work like one. Love it, too. Men like myself come few and far between.

Now account-exec for diversified clients.

Let's discuss salary later. It'll be a rare bargain for you no matter what we agree upon.

Box 296, ADVERTISING AGE
480 Lexington Ave.
New York 17, N. Y.

POSITIONS WANTED

IS YOUR MERCHANDISING SHOWING? Mine is! 12 years solid experience: Marketing, Advertising, Sales Promotion, Consumer Goods. Age 35. Will relocate. Box 378 188, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

Tech. Writer and PR man (with technical degree) seeks interesting position with company or agency. Industrial and trade assoc. experience. Commuting distance NYC. Box 1975, ADVERTISING AGE
480 Lexington Ave., New York 17, N. Y.

SALES PROM. - PUB. REL.
Is your company Sales Sick and seeking successful simple sales ideas? Adv. Grad. Univ. of Mo. Journalism who has operated own printing co., handled personnel recruiting, publicity, bulletin editing, fund raising, sales supervision, pioneering territorial development. 9 years field sales major life ins. co. know Met. and rural markets, community leader. Live So. Cal., prefer West Coast, elsewhere O.K. Need Near 10 M. Married, Age 30. Resume on request.

Box 37 R 190, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

Spanish Adv. Copywriter Exp.:
Lat. Amer. Mkts; pharm., elect., Gral. Prom. Pub. Rel. Will Reloc.
Elias Budman, 170 Pfeiffer St., San Francisco 11, California

Westport - Conn. Man 5 yrs. space sales. Home Ec background. Desires to represent trade book in New England 3 days a week.

Box 1995, ADVERTISING AGE
480 Lexington Ave., New York 17, N. Y.

CREATIVE SALES

Tired of ad men who think in terms of advertising and not sales? If you are investigate this ad

Background: Ind. Adv. & S.P. Mgr.-Agency New Business A.E.-Prod. Mgr.-Copy-Research-Art-Age 31-Will relocate.

Box 1996, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SEEKS NYC AGENCY CONNECTION
Creative Art Dir., 10 yrs. 4-A Agency exp. handling top national accounts. Wants to return to N.Y.C. (34) married.

Box 1997, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALESMAN - 12 yrs. exp. in midwest selling nat'l. and local pub'n's. Willing to relocate. Excellent references.

Box 1998, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CAPABLE AGENCY ADMINISTRATOR
Looking for "growth" spot with progressive agency or "high-potential" sales position with major graphic arts supplier. 10 years agency experience supervising traffic, art, production, estimating, billing. Write:

Box 1999, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ARTIST WANTS FREE LANCE WORK
Layout - Finished Art - Chicago Area.
Box 2000, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Art Director-Prod. Mgr. 18 yrs. exp. with leading lithographers & agencies. Layouts, finished art, to final prod. Seeks position in South-east or Fla. Now empl. by agcy.

Box 2001, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES TECHNICAL WRITER

Needed Immediately

Top quality writer to handle brochures, magazine articles and advertisements in radio-electronics field. High quality writing experience necessary. This position with expanding advertising staff is no ordinary writing assignment. Salary open. Background in engineering, aviation, broadcast, microwave, or amateur radio fields helpful, but writing ability is primary requisite.

Write or call M. E. Schinkel,
Advertising Manager,
Collins Radio Company,
Cedar Rapids, Iowa

REPRESENTATIVES AVAILABLE

Member Assn. Publishers Representatives with New York office specializing industrial publications seeks a recognized national publication for eastern territory. Highest references. Will consider exclusive representation.

Box 2002, ADVERTISING AGE
480 Lexington Ave., New York 17, N. Y.

BUSINESS OPPORTUNITIES

TRADE PAPER FOR SALE
Profitable, established smaller trade paper in good field. Annual ad volume in excess of \$100,000 after agency commissions. Reasonable cash down with long payout to established publisher only.

Box 2003, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLISHER'S ASSISTANT

Or?

Active, congenial man, long exp. exec. leading Chicago business papers, will assist publisher or consider other duties; full or part time. Best refs. Mod. sal. Reply in confidence. Box 274, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

67 NEW CUSTOMERS

Gained by one company this year, directly from our custom sales magazines. Cost, under \$100 monthly. These popular booklets entertain as they advertise. Published under your name, they make new friends for you, while keeping the old. Exclusive rights. Write for facts, sample.

RODSTONE PUBLISHERS
4290 W. Burbank Blvd., Burbank, Calif.

'ROUND-WORLD-IN-80-WEEKS!

ORDER SKETCH NOW!

Artist Stevenne Dana begins sketching tour, upon 1,000th order! Her project: to do 1,000 art sketches of any country, for any 1,000 people—each \$1 (ink), \$5 (color) PREPAID; mailed en route Tour to you! Has 3 years art (1 in Europe). AD AGENCIES: Project growing, needs manager. MANUFACTURERS: She'll endorse & tell your products world over! PHONE: Whitehall 3-4531; Write Miss Dana, P.O. Box 303, Chicago.

RADIO-TV MGR. OR SALES MGR.

AGCY AGCT EXEC, AD MGR., PR DIR.
Well qualified all phases advertising, public relations. Heavy background radio, TV management & sales, good background agency acct exec. PR. Nationally known references. Excellent West Coast contacts, some in Midwest & East. 37 years old, excellent health, married, 6 children. Will relocate any place for opportunity with greater future. Box 285, ADVERTISING AGE, 4041 Marlton Ave., Los Angeles 8, Calif.

Our 47th Year

AE, to work on big food account. Major-agency expert. One of most enjoyable cities in U.S. to \$20M

MKTG. MGR., beer. Sales and adv. experience. to \$16M+

MKT. RESEARCH MGR. Big co. Heavy equipment. \$12M

SLS. PROM., consumer products. to \$9M

SLS. PROM., foods. Young. Major advertiser. \$8-9M

GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

OPPORTUNITY

FOR ADVERTISING AND SALES PROMOTION ASSISTANT

Opportunity for college graduate with experience in advertising, sales promotion or sales. Advertising department of expanding national financial organization headquartered in Los Angeles. Should be self-starter, creative, detail-minded and work well with people. Resumé treated in strict confidence. Box 286, ADVERTISING AGE, 4041 Marlton Ave., Los Angeles 8, Calif.

EXPANDING S. E. AGENCY NEEDS:

1. Two Account Executives with specialized experience in handling grocery product accounts.
2. One Account Executive with experience in variety of consumer and industrial accounts.
3. Media buyer with print experience but emphasis on TV.
4. Media analyst with emphasis on spot TV.

Approximate age 28-40. Should be aggressive, experienced and mature enough to be completely responsible for one or more products and report to account supervisor.

Send complete resumé, including beginning salary, plus reasons for desiring new association to:

President
Henderson Advertising Agency, Inc.
Box 1700
Greenville, South Carolina

CHANCE OF A LIFETIME

to acquire an agency partnership

Somewhere in New York is an ambitious, youngish account executive. Clients like him. He is an able ad man. He likes to develop new business. But he wants the chance to be in business for himself. He wants to move into an association that offers him partnership status, in an ably staffed agency of stature.

To such a man, we can offer the chance of a lifetime. An "A1 reputation. An enviable

roster of clients. A profit picture even in this grueling year of 1958. A very pleasant environment. A future unlimited, with ultimately increasing position.

If you can bring with you a minimum of \$250,000 of billings, write me in mutual confidence. Our people know about this ad. Agency President, Box 287, Advertising Age, 480 Lexington Ave., New York 17, N. Y.

Handling of Business Paper Ad Coupons Is Deteriorating: Swan

(Continued from Page 3)

principal, Mr. Swan said. At that time, 23 coupons were sent in, and 21 companies replied. The average reply was speedier 34 years ago, too, he said—it was seven days then, compared with a 17-day average in the recent survey.

The first reply was received by Mr. Buckley in two days, whereas Mr. Swan waited four days for his first reply. And the longest wait in 1924 was 30 days, compared to a 57-day wait last summer.

Mr. Swan gave excellent ratings to companies which (1) responded to the mailed coupons swiftly, (2) had good literature, (3) followed up with personal calls from salesmen and (4) had efficient internal machinery for keeping track of the follow-ups.

These companies are Aetna Life Insurance Co., American Automatic Typewriter Co., Macey division of Harris Intertype and Minnesota Mining & Mfg. Co.

The account executive said the 21 advertisers who did not fulfill their coupon promises paid from \$650 to \$2,200 for the ads containing the coupons. #

'Automotive Safety' Bows

The Automobile Manufacturers Assn., Detroit, has issued the first edition of "Automotive Safety," a quarterly publication in the highway safety field. The eight-page bulletin is being distributed to safety specialists, automotive writers, educators, government officials, business leaders and others.

Fine, Fast, Fairly Priced Photography

pics photographers
187 NORTH LABALLE STREET CHICAGO 1, ILLINOIS
PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

BIRCH
Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. Art & allied fields.
By appointment only
59 E. MADISON - SUITE 1417
CHICAGO 2, ILL.
Central 6-5670

ONE DOLLAR
BRINGS YOU
1958-1959
Dealers **WHOLESALE** Cost
AUTOMOBILES
all models BOX 331, BERKELEY
AUTO-DEX CALIFORNIA

SOLID SPACE SALES OPPORTUNITY
Wanted: A solid, experienced space salesman who can recognize a solid opportunity.
Time counts in space sales and you can make your time count for more by working on more than one book for a multiple publisher.
These are solid books with solid accounts needing solid handling.
Sales ability paramount; promotional experience helpful. Must be willing to travel extensively; relocate to work out of home office in large, cosmopolitan city. Send résumé and salary desired to Box 288, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.



John de Garmo Smith Evans McKinney Louis de Garmo

ANGLO-AMERICAN—A New York luncheon celebrating the formation of Stowe Bowden de Garmo Co.—a linkup between de Garmo Inc., New York, and Stowe & Bowden, London—brought together Louis and John de Garmo, chairman and president, respectively, of the de Garmo agency; Dr. Ralph C. Smith, assistant to the president, nuclear products, Erco division, ACF Industries; Eric L. Evans, joint managing director, Stowe & Bowden, and Robert W. McKinney, owner-publisher of the Santa Fe New Mexican.

Agencies Learned Coordination from Slump: Anderson

(Continued from Page 2)

The recent business decline caused sober reflection and self-analysis which showed where and how to eliminate the misfits in the communication process.

Perhaps more important, he continued, it caused agencies to realize that great creative interdependence that exists between media and advertising agencies in more effectively realizing their fullest possible potential for the public and for advertisers.

"We can both learn from the other and should, and lately we have learned to do so to a greater degree. Media are essentially creative, too, and have know-how that agencies may well apply. If we are to progress as we must, we must do it together," he said.

David Susskind, president of Talent Associates, delivered a scathing attack on present television programming at the afternoon session.

"Television in general festers with sameness and dullness, conformity and mediocrity run rampant across the many channels. Children are being fed a dismal diet of murder, mayhem and mildew. Adults sit hypnotized and transfixed before a deluge of give-away, gallop-away, and tired movies of yesterday," said Mr. Susskind of today's television shows.

He said it is time for television to consider these facts: (1) The public is intelligent and is hungry for information; (2) neutrality means sterility and sterility means

doom; (3) competition for the public's leisure time is now the greatest in history, and to win this time television must be better than other forms of recreation; (4) newness and magic of television sets will not be long endured if the programs are poor; (5) today's world is a world of tension, and television has a mandate to be mature, to inform and to educate as well as to entertain.

To respond to these facts, Mr. Susskind said, television has these avenues for improvements:

- 1. Advertising agencies and sponsors must take chances with new faces and personalities, not be satisfied with the old faces.
- 2. Agencies and sponsors should implement regular news programs with informative interpretive shows;
- 3. Television should not be afraid of opinion but should seek out the best minds to evaluate the news.
- 4. There should be more adult drama to portray the issues and conflicts of the times.
- 5. Break the rigid time schedules carried over from a "tired" radio.
- 6. Develop transmitting points for shows other than New York and Hollywood because when Chicago was a transmitting point it was a time of "great creation" for television. #

Holly Sugar Names DDB

Holly Sugar Corp., Colorado Springs, has appointed Doyle Dane Bernbach, Los Angeles, to handle its advertising. The company, which has been advertising direct, used newspapers, outdoor advertising, magazines and trade publications in 1958. Media plans for 1959 will not be made until Doyle Dane Bernbach completes a study of the Holly Sugar business.

Zellerbach Adds Service

Zellerbach Paper Co., San Francisco, a subsidiary of Crown Zellerbach Corp., has created a new premium service department which will develop, warehouse and distribute premiums and premium packaging. Robert Hunt Ziegler, formerly a manufacturers' representative of merchandise used in the premium trade and for premium packaging, will head the new department. Mr. Ziegler will continue to maintain offices in the World Trade Center in San Francisco.

JAMES D. WOOLF

Creative Consultant to agencies & advertisers

IDEAS that make SALESENSE

Address: P. O. Box 573 Santa Fe, New Mexico

effective with the October 1958 issue

FLOW changed its name to

Material Handling Engineering

AN INDUSTRIAL PUBLISHING CORPORATION MAGAZINE

812 HURON ROAD • CLEVELAND 15, OHIO

Your classified ad in Advertising Age

gets **"PRESTO"** ACTION!

... but there's no mystery about it. For Ad Age is read by almost 150,000 advertising and marketing executives—the people with authority to buy, sell, or hire. They know what they want—they act fast to get it!

My Name _____ Street _____ City _____ State _____ I am enclosing \$ _____

Clip and mail this form to: THE ADVERTISING MARKET PLACE ADVERTISING AGE 200 E. Illinois St. Chicago, Illinois

Use This Space to Print or Type Your Classified Advertising Message
Classified Rates: \$1.25 per line, minimum charge \$5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.
Display Classified Rates: take card rate of \$18.75 per column inch, and card discounts, size and frequency apply.

Call DOOLITTLE FOR THE BEST IN . . .

PHOTO-OFFSET PRINTING

and all other direct mail operations

DOOLITTLE & CO., INC.

320 N. Dearborn St. Chicago 10, Ill. Superior 7-1722
68 W. 20th Street New York 11, N. Y. CHicago 2-6992
ESTABLISHED 1920

Wiese, Carr, 12 Others Exit in McCall Shakeup

(Continued from Page 1)

tantly cited "changes in the board of directors and the executive staff" for leading to his disenchantment after 31 years as editorial boss of the magazine.

Mr. Carr, top ad man on the book, told AA he "found it necessary to resign" because he "could not be here any longer." He said that his letter of resignation made note of Mr. Wiese's departure and added that this move "eliminates any hope I've had for professional management in the company."

Former Gov. Langlie of Washington, president of McCall Corp., immediately announced that Mr.



Arthur Langlie



Brad York

Wiese would be succeeded as editor by Herbert R. Mayes, who recently resigned from Good Housekeeping after a tenure there of 20 years as editor. (Mr. Mayes was succeeded at Good Housekeeping by Wade Nichols, who quit the editor-and-publisher's chair at Redbook, another McCall Corp. monthly.)

But the blow-up was precipitated by a speech made by Stanley Frankel, assistant to Gov. Langlie, before members of the McCall's advertising department. Mr. Frankel, formerly with Esquire Inc., most recently as head of the Esquire Club operation, joined the McCall Corp. within the last two weeks.

Mr. Carr, who sat in on the Frankel speech, would describe it today only as "a very rude speech." But it was learned by AA that what most bothered Mr. Wiese and Mr. Carr in that speech was what they interpreted as a Frankel proposal for the integration of advertising and editorial on McCall's. Mr. Frankel reportedly described an editorial-advertising tie-in he had worked on for another magazine in the past and gave as his opinion that the future of magazines lies with editorial-advertising-circulation integration.

The proposals left Mr. Wiese and Mr. Carr furious. Mr. Wiese, who apparently viewed Mr. Frankel as a hurdle between himself and Gov. Langlie and Norton Simon, the financier who controls McCall Corp., decided almost immediately to resign. Mr. Carr followed his lead.

Mr. Frankel, commenting on the resignations, said that in view of the moves by Mr. Wiese and Mr. Carr "and their few and devoted friends," the magazine was fortunate to bring in Herbert Mayes, "a real giant in the field"—to replace Mr. Wiese as McCall's editor.

Mr. Mayes, he said, would report for work tomorrow (Friday), and he added that he and Gov. Langlie had talked to the classification managers and branch managers and that they were all sticking to their jobs. The news of Mr. Mayes' appointment had made a tremendous difference, he said.

When he was apprised of the alleged reactions to his speech, Mr. Frankel today said he "can't believe the speech was in any way a factor in their departure; there must be a lot more to their action than this. That they seized on the speech as an excuse takes me by

surprise. The tail is wagging the dog," he said.

Gov. Langlie told ADVERTISING AGE that "never at any time have I asked either Mr. Wiese or Mr. Carr to change anything in the editorial or advertising presentations of McCall's." However, he added, "I saw a lot of things in those departments which didn't add up, so I saw the need to hire a man" like Mr. Frankel to keep him informed.

"Both Mr. Wiese and Mr. Carr have fine capabilities," continued Gov. Langlie, "and I have tried to work with them since the day I came to New York. It is unfortunate it didn't work out. You can't run a business as a private little club."

Gov. Langlie, who stressed that "we are only interested in building a good, sound enterprise here," said that "both Mr. Wiese and Mr. Carr knew me well enough to sit down with me and talk over any problems they may have had. But maybe their disenchantment antedates my entry in the McCall picture."

He said there was "no mass exodus" at the magazine, "which employs over 700 people," and he added that the company's "vitality and morale is high."

Commenting on the dozen or so persons who tendered resignations, Gov. Langlie said that "some of them were not producing anyway and were on thin ground." He conceded, "We are losing two or three good people, but two others have reconsidered their resignations and are remaining."

He explained that Mr. Frankel's coming to McCall Corp. was preceded by the fact that Mr. Carr



H. R. Mayes



Norton Simon

had been looking for an assistant. He said Mr. Carr had a nominee for the job and that Mr. Wiese proposed somebody else and that he, Gov. Langlie, "didn't agree on either Mr. Wiese's or Mr. Carr's ideas of the man needed." He defended Mr. Frankel's speech by saying that he intended "only to get acquainted with the advertising department."

Gov. Langlie, who reiterated that he has "never inhibited editorial or advertising policy," said, "never has so much been spent" on promoting McCall's as during this past year, and "we will continue that policy."

Mr. Mayes told AA that the McCall editorial operation "is going to be run my way." He added, "The terms of my employment here are pretty much my own." He said one of those terms was that the appropriation for editorial content of McCall's was to be increased. "It will be much bigger than it has been in the past," he said.

(Mr. Mayes said the only person from Good Housekeeping who was switching to McCall's was Margaret Cousins, who will come in as managing editor. Miss Cousins had planned to move to House Beautiful, but will join Mr. Mayes instead.)

Others who joined Messrs.

Need The widest choice of cleaners ever offered

Practical things to use when buying for your SINGER

3 SINGER SEWING CENTERS

4 SINGER SEWING CENTERS

5 SINGER SEWING CENTERS

6 SINGER SEWING CENTERS

7 SINGER SEWING CENTERS

8 SINGER SEWING CENTERS

9 SINGER SEWING CENTERS

10 SINGER SEWING CENTERS

11 SINGER SEWING CENTERS

12 SINGER SEWING CENTERS

PRE-CHRISTMAS—Singer Sewing Machine Co. will promote its new lines with this 1½-page color ad in The Saturday Evening Post, Nov. 15, later in Life and Look and commercials on "The Californians." Young & Rubicam, New York, is the agency.

Wiese, Carr, York and Bauer in quitting the magazine were H. William Davis, manager of household appliance advertising; William Cecil of the Cincinnati office; John English, managing editor; Jay Stanwyck, director of

Prognosis: 'Worth Holding'

New York, Nov. 5—Standard & Poor, in its newest survey of the publishing industry, said McCall Corp. will be an exception to the trend toward lower profits in 1958. It said McCall expects a 15% gain as a result of operating economies. Also, despite a decline in advertising revenues of its leading magazines, the company had a higher volume of commercial printing business in its Dayton plant.

Standard & Poor said of McCall: "Cash dividends are secure at 15¢ quarterly. With further earnings gains in prospect for early 1959, the shares are worth holding." #

research; Marion Wheeler, production editor; Estelle Lane Brent, fashion editor; Betty Parsons Ragsdale, fiction editor; Peggy Bell, a feature editor, and Marion Finley, administrative assistant to Mr. Wiese.

A spot check of McCall's branch offices in Chicago, Cleveland, Los Angeles and San Francisco by AA revealed that there were no resignations or changes in any of the four offices. Some of the persons contacted appeared to be bewildered and confused by the mass exodus from New York and Cincinnati.

In announcing Mr. Mayes' appointment, Gov. Langlie said McCall Corp. was "determined to build a stronger and better McCall's. We consider it the cornerstone of our business. Our growth and profit potential lies not only in printing magazines but in publishing them as well."

This was apparently the company's answer to multiplying Wall St. and industry rumors that McCall Corp. has been thinking of unloading its magazines to concentrate on the highly profitable pattern and magazine printing businesses.

The disaffection of Mr. Wiese and Mr. Carr with McCall Corp. management may stem to September, 1956, when a group headed by Norton Simon took over half of the 16 seats in the corporation's board room. The Simon group then held about one-third of the common stock of McCall Corp.

As of last spring, United Can & Glass, a subsidiary of Hunt Foods, owned 207,400 shares out of a total of 628,979 shares of McCall Corp. stock then outstanding. Mr. Simon controls Hunt.

Gebhardt Joins D'Arcy

William H. Gebhardt, formerly new business vp of Walter J. Klein Advertising, Charlotte, N.C., has joined D'Arcy Advertising Co., St. Louis, as regional marketing representative on the Anheuser-Busch account.

Hadley Hits TV Cost-per-1,000 Data as 'Fantasy'

(Continued from Page 1)

in his remarks a renewal of the newspaper vs. television hassle which flared openly in September, when McCann-Erickson research for Buick indicated television was a better buy than the print medium for the car (AA, Sept. 29).

Today, Mr. Hadley scored "injustices" to newspapers resulting from media comparisons and television procedures, and listed practices used in computing cost-per-1,000 which, he said, are "either fact or fantasy."

"Cost-per-1,000 comparisons should be based on individuals, not households," he said. "Comparison based on households is fantasy. A household is a marketing concept; it never read an ad nor saw a program nor bought a product. Advertising affects people."

Another cost-per-1,000 technique used extensively by television and labeled "fantasy" by Mr. Hadley is the practice of making comparisons based on opportunity for exposure, rather than actual accomplished exposure.

"This is fantasy," said Mr. Hadley, "because sales increase or decrease on the basis of ad exposures. It makes little difference how great or inflated the opportunity may be. If a person does not see advertising, he cannot be affected by it."

On total ad exposures, Mr. Hadley said he doubted that comparisons should be made on the basis of all persons exposed to ads in different media.

"This is also fantasy," he said. "We have a one-year-old boy, and I doubt if he is greatly influenced by newspapers, magazines or television. Comparisons should be made between those who play a part in the buying decision. . . . There's a great difference between the ad audiences needed for Hoola Hoops and hi-fi equipment."

"I am greatly concerned when I see a hair spray commercial on television, because I feel sure someone is including me in his cost-per-1,000 computations." He added that this kind of impression is "carefully eliminated" in computing cost-per-1,000 in print ads.

Mr. Hadley also chided tv for using comparisons based on total persons viewing the program, instead of the commercial audience. He said tv networks are "blind" in measuring ad exposures, probably because of tv's "preoccupation with programming rather than advertising."

On the other hand, he said, newspaper comparisons should be based on "readership norms"—exposures to advertising—rather than readership scores. These, he said, are "useless and misleading" for

making media comparisons.

Mr. Hadley blasted tv's practice of getting a cost-per-1,000-per-commercial-minute by dividing a program's cost-per-1,000 by the number of commercial minutes:

1. "It assumes that every program viewer sees each commercial," he said.

2. "It assumes that one commercial minute is equal in impact to three commercial minutes."

"And a third fallacious assumption is made when this is practiced for advertisers with only one brand—such as an automobile advertiser. It is pointless to divide his costs by three when advertising only one product."

"I suppose newspapers have been remiss," said Mr. Hadley wryly, "in not dividing their costs by four: One for the illustration, one for the headline, one for the body text and one for the logo."

He said it is wrong to compare newspapers using a constant-size space unit. "Most advertisers match their space unit with their market opportunities," he said, "and they use larger newspaper ads in high-opportunity areas than they use in low-opportunity areas."

Similarly, Mr. Hadley said, newspaper comparisons should not be based on page ads. "The average newspaper ad is about 400 lines," he said.

Mr. Hadley declared, "This cost-per-1,000 disease has run its course," adding that "knowledgeable people think this single measure has great limitations and little to offer" when media decisions have to be made. #

'Family Circle' to Base Guarantee on Issues Ads Run In

(Continued from Page 1)

one issue of the magazine a year. For example, the magazine is guaranteeing an average sale of 5,000,000 copies, and an advertiser who appears in one issue that sells 5,100,000 copies gets a circulation bonus; if his ad appears in an issue selling 4,900,000 copies he gets a rebate.

The magazine said that seasonal circulation variances for a book dependent on single-copy sales are especially noticeable during the summer months, and that change-over to guarantees based on average of issues used will be advantageous to advertisers. It added that no other magazine is currently using the average of issues concept.

ONE MAGAZINE HIKES, OTHER CUTS GUARANTEE

New York, Nov. 5—*Woman's Day*, recently purchased from the Great Atlantic & Pacific Tea Co. by Fawcett Publications, will boost its guarantee by 600,000 with the May, 1959, issue. The supermarket monthly's present guarantee is 3,000,000. The b/w page rate will be advanced from \$9,975 to \$12,600.

At the same time, *Western Family*, which announced a guarantee of 1,350,000 effective with the March, 1958, issue, has reduced the figure to 1,000,000 with the November, 1958, issue. Dana Tasker, publisher, said, "We were over-optimistic in thinking we could simultaneously go to a cover price and achieve a previously announced circulation increase." The magazine's net paid for the first half of 1958 averaged 1,162,156. #

Agency Issues New PR Book

The first edition of a new four-page external house organ—"Proof," has been issued by Byer & Bowman Advertising Agency, Columbus, O. The pocket-size bi-monthly publication reports exclusively on public relations activities at the agency.

Senators Hit GM, Say Car Ads Shrink Market

(Continued from Page 1)

or demand," it said. Since there are no signs that media costs will decline, advertising expenditures are likely to continue increasing, the report adds. "And even a recession may not halt the upward trend of expenditures, since in an economic downswing advertising is perhaps the only significant cost element which business men consider increasing as a matter of deliberate choice. The prospects therefore are for a continuation of the increase in advertising expenditures per car; the probabilities are that such a continuation would have a definitely adverse effect on the over-all level of automobile sales," the report said.

In his dissent, Sen. Dirksen said the report seems to assume advertising is justified only if it expands the total market. He said authors of the report overlook the fact that the auto industry competes with other industries for the consumer's dollar, and that auto purchases are easily postponed unless consumers are informed of engineering changes, design changes and convenience features which they may want.

The majority report said that since there is no effective price competition among offerings of major producers, the buyer is left with practically nothing else on which to base his choice but external appearance and the appeal exerted by advertising.

Styling changes have added tremendously to production costs, the report argued. And as a result of the horsepower race, according to table worked up by the committee staff, the lowest priced 1958 models actually exceeded in horsepower the Cadillacs, Lincolns, and Chryslers of 1950 and closely approximated the power of these big cars in their 1955 versions.

The report argued that in the early days advertising performed a "socially desirable function" because it expanded the market by making people aware of the existence and usefulness of the automobile.

After the auto had become an established, accepted, and well known reality, it is doubtful if advertising contributed significantly to further expansion of the market, the report said.

The staff used economic studies to show that price and income have been the major factors contributing to fluctuations of sales for cars over the years. It added that while advertising undoubtedly has been a significant determinant of how sales volume has been divided up among various producers, "the presumption would therefore be that it is not a significant determinant of changes in the over-all level of sales."

Because of non-price competition, expenditures for advertising have increased rapidly in recent years, the report contends. Using data published in *ADVERTISING AGE* as its authority, it says that in four years between 1952 and 1956, advertising cost per car for Fords nearly doubled, for Chevrolets tripled, for Plymouths more than tripled. In the middle price bracket, Buick and Mercury were up by one-half, Oldsmobile and De Soto nearly doubled and Dodge was up one and one-half times, the report said.

"The danger to competition is simply that in a competitive race in which each producer sells at

about the same price, designs his cars in much the same way, and makes the same type of advertising appeal, the victory will go to the company with the greatest resources to spend on advertising and on other forms of non-price competition," the report said.

"Neither Ford nor Chrysler can hope to outspend General Motors on advertising. Yet their emphasis on the same values of power, display and size stressed by General Motors can only mean that their peculiar features, which attracted large numbers of buyers in the past, will gradually be lost sight of."

Sen. Dirksen's dissent complains that the report shows many of the ideas, including those on advertising, which the committee's chief economist, John Blair, expressed in the 1930s in a book called "Seeds of Destruction." He said he didn't think the committee or its staff was qualified to tell the auto industry how to operate. The attack on advertising "as an unnecessary drain on the consumer's pocketbook" was particularly wrong, because advertising has contributed so much to the unequal success of the American capitalist system, the senator said.

He chided the report's discussion of tv costs, pointing out that in any appraisal of expenditures for television it is important to remember that the ability to give a live demonstration in 42,500,000 tv homes cannot be ignored. He noted that costs of political campaigning have been increased by tv, too.

"Advertising, like every other business, is a competitive venture," he observed. "Media compete with each other in terms of their effectiveness in securing results. This subcommittee is in no position to substitute its judgment for that of management as to the effectiveness of any medium."

Turning to the question of whether advertising expenditures are excessive, he said, "Apparently, the staff would accept the use of advertising if it were merely to expand the total market for automobiles."

"Since the purpose of this subcommittee is to foster competition, the use of advertising to enhance the position of any particular producer can hardly be condemned," he said. "The subcommittee on anti-trust and monopoly is not charged with the question of determining the social utility of competitive advertising expenditures."

In the search for sales, he observed, the auto industry must compete with many industries for the consumer's dollar. Advertising is the best and most rapid means available to inform the public of the changes which influence its buying decisions.

"The majority concedes that advertising may once have played a valuable role in securing acceptance for the automobile as a useful product. However, the very fact that the automobile is so commonly accepted makes it important for automobile manufacturers to advertise if their product is to maintain its position in the intense competition for consumer expenditures," he said.

Sen. Estes Kefauver (D., Tenn.), the committee chairman, said the majority's views as summarized by Sen. Dirksen, are "either distorted or erroneous" in most instances. #

Last Minute News Flashes

U. S. to Post Outdoor Ad Rules

WASHINGTON, Nov. 7—Final outdoor advertising rules are expected to be published by the Department of Commerce next week. Some modifications reflecting criticisms of the original draft have been approved by Bertram Tallamy, public roads administrator. Reportedly the rules will be signed by Commerce Secretary Sinclair Weeks Monday, the day he turns his desk over to the incoming secretary, Lewis Strauss.

Lifebuoy Tests Third Color in Three Areas

NEW YORK, Nov. 7—Print and television advertising breaks next week in Cleveland, Cincinnati and most of Ohio for a white Lifebuoy soap packaged in foil with a blue label. Lever Bros. has been testing a coral colored foil wrap and bar in the Chicago trading area and a pine green bar with a green foil wrap in Erie, Pa., and Saginaw, Mich., since September. Copy themes vary for the three colors. Sullivan, Stauffer, Colwell & Bayles is the agency.

Ad Budgets Will Rise, ANA to Hear

HOT SPRINGS, VA., Nov. 7—Advertising expenditures will be substantially increased in 1959, according to a statement planned for the opening session of the fall meeting here Monday of the Assn. of National Advertisers. Paul West, ANA president, will announce that a survey of members shows biggest boosts will be made by advertisers of soaps, drugs, foods, cosmetics, clothing, confections, industrial machinery, transportation and home furnishings.

Mutual Brass Still Seek ABC Radio Merger

NEW YORK, Nov. 7—Mutual Broadcasting System's owners are trying to work out some sort of a merger arrangement with ABC Radio. One of the first moves made by industrialist Alexander L. Guterman since his interests took over the ownership of Mutual last September was an effort to cut the network radio competitive field down by purchasing ABC. ABC reacted very coolly, but MBS appears to be undaunted and still is making overtures in that direction.

P&G Redesignates Jif; Other Late News

Procter & Gamble will relabel Jif peanut butter as Jif peanut spread and include prominent notice that (among other ingredients) it contains 75% peanuts and 25% hydrogenated oils, Food & Drug Administration has been advised. P&G told *ADVERTISING AGE* that there will be no change in the product or in the color or design of the label, except for the ingredient and name type changes.

Donald E. Jones, who last May was named vp and co-chairman of the new business committee of MacManus, John & Adams, Bloomfield Hills, Mich., has been shifted to the West Coast as manager of the Los Angeles office—the latest in a series of changes in the agency's western operations. Mr. Jones succeeds Ralph Yambert, who has resigned to reopen his own office. Mr. Yambert merged his own agency with MacManus, John in 1957. He became Los Angeles manager two months ago upon the resignation of Robert Guggenheim, who left to enter the television field (AA, Sept. 15). Mr. Jones joined MacManus, John five years ago as research director. MacManus, John closed its San Francisco service office earlier this year and designated the L. A. office as regional headquarters for West Coast activity (AA, March 17).

The case of Weiss & Geller vs. Bon Ami Co. has been settled for \$40,000, "to the complete satisfaction of all parties involved." W&G originally filed a \$115,144 breach of contract suit in September, when Bon Ami appointed Cole, Fischer & Rogow as its agency despite its contract with W&G (AA, Oct. 6). The companies issued a joint statement to "correct any impressions" that may have resulted from "numerous statements" made during "the heat of legal proceedings . . . that may have cast certain reflections upon the integrity and competence" of both companies.

Howard Shank, vp and copy supervisor of Benton & Bowles, has resigned. He joined the agency last year from Leo Burnett Co. where he was a vp and associate copy director.

Breast O'Chicken Tuna Inc., San Diego, which is presently screening several agencies, said it expects to announce its selection in about two weeks. Guild, Bascom & Bonfigli is the present agency.

Robert H. MacLachlan has joined Lever Bros. as product manager of Spry and Liquid Spry. Formerly product manager of Swans Down products at General Foods Corp., Mr. MacLachlan succeeds Charles E. Palmer, product manager for Imperial margarine, who had been temporarily assigned to Spry.

Robert M. Marks & Co., New York, agency for Diplomat cigarettes, said the *New York Times* has accepted the cigarette's "frank message" about smoking after a six-week delay and that such advertising will run in the *Times* Nov. 10. Sole deletion in the copy, which acknowledges dangers to health from smoking, is a reference to the medical bases of Diplomat claims.

A New York grand jury investigation of tv quiz shows' alleged irregularities has resulted in the filing of a two-count perjury indictment against Albert Freedman, producer of the now defunct giveaway, "Twenty-One." He was accused of lying when he denied having supplied questions and answers to contestants on the Pharmaceuticals-sponsored NBC-TV show, which was packaged by Barry & Enright. Mr. Freedman was replaced as producer when NBC-TV took over control during the last few weeks of the show.

Jack A. Swedish, formerly an account executive for Western Advertising Agency, Chicago and Racine, has been named national advertising manager of Miller Brewing Co. He takes over the old duties of Edward G. Ball, who was promoted to director of advertising and sales promotion two months ago (AA, Sept. 8).

Chilton Co., Philadelphia, has made arrangements to acquire *Product Design & Development*, published by Franklin H. Johnson Inc., New York. The publication is reportedly valued at \$900,000.

Procter & Gamble Co.'s Mr. Clean liquid cleaner, introduced in Pittsburgh and Syracuse last spring (AA, May 12) and later in Springfield, Mo., will go on sale in Memphis and San Francisco around Nov. 12. Ad support plans have not been announced. Tatham-Laird Inc., Chicago, handles Mr. Clean.

Ogilvy Joins GF Lineup, Acquires Maxwell House

(Continued from Page 1)

executives—E. W. Ebel, vp in charge of advertising; R. E. Bennett, vp-marketing, and Charles G. Mortimer, president and onetime advertising vp—and the atmosphere was deliberately kept calm. It is typical of General Foods' reputation in the advertising world that no undue importance was attached to the fact that William Esty Co., one of the agencies in tightest contention, has on its media planning staff Charles G. Mortimer III.

Along with the substantial billing involved, there were many reasons for the urgent if scrupulously polite drive by agencies to get the Maxwell House account. General Foods enjoys a unique reputation among advertisers for "civilized treatment" of agencies. Its stability of agency relationships is traditional (legend says account men calling on General Foods for the first time are told courteously that "GF doesn't change agencies; it changes people").

Its policy is to mark clearly what portions of the advertising job are to be done by the agency and to respect the boundaries, so that there is no duplication of client and agency effort. And because of its tremendous corporate growth—through acquisition of companies and development of new products—it has played a tremendous role in the building of two of its agencies, Young & Rubicam and Benton & Bowles. The fourth agency, Foote, Cone & Belding, with considerably shorter tenure than the other two, has also benefited from the increases in GF's product line.

In switching the Maxwell House account to Ogilvy, Benson & Mather, it is believed that GF was influenced by a variety of factors—the agency's reputation for creativity; the presence of Esty Stowell, Ogilvy exec vp, who was account executive on Maxwell House at Benton & Bowles before he became an Ogilvy staffer, and the addition of Everard Meade, former Y&R broadcast expert, and David P. Crane, vp and account supervisor at Benton & Bowles, who have joined Ogilvy in recent weeks.

Maxwell House is the top national brand in the vacuum-packed coffee field, a field which usually shows the leading brand in any market to be a local or regional coffee. Its advertising history contains spectacular successes—like the "Maxwell House Showboat," which made radio history, and the establishment of an alltime slogan—"Good to the last drop."

The regular coffee field is still more important than the instant, by about 5 to 1. But the instant field is growing far faster, and it offers to coffee roasters a more profitable and volatile field. In the instant field, Maxwell House is also a leader. #

Arm & Hammer Tests Premium

Church & Dwight Co., producer of Arm & Hammer and Cow baking soda, is test marketing a new squeeze bottle premium in St. Louis for Arm & Hammer Sal Soda Concentrate. The squeeze bottle with brush attachment is for use as a container of a Sal Soda and hot water mixture for kitchen cleaning purposes and is offered to consumers for 50¢ plus a box top. An ad in the *St. Louis Post-Dispatch* in October announced the offer, and two other ads are slated for the same paper for Nov. 6 and 20. Brooke, Smith, French & Dorrance, New York, is the agency.



CHECK LIST of Advertising Ideas

1. Practical guide to CANADIAN sales opportunities helps you tap the world's fastest growing market

Tells you where the money is in Canada. Detailed market-by-market analysis includes facts and statistics on population, income, living standards, consumption, distribution, manufacturing, etc. Applies 12-point yardstick—classifies potential of all counties and census divisions. Official estimates of future included. *The Canadian Markets*. Compiled by J. Walter Thompson Co. 178 pp., 13 maps, \$18

2. How to use television advertising to step up sales and profits. Master

guidebook covers all phases—from research to production. *Television Advertising*. By C. M. Agnew, Clark M. Agnew Co., Inc., and N. O'Brien, J. Walter Thompson Co., 320 pp., \$9.50

3. How to prepare effective advertising art is shown in this practical guide to

both creative and management aspects of art direction. *Advertising Layout and Art Direction*. By Stephen Baker, Cunningham and Walsh. In Press.

4. How to get more money from today's feminine markets is clearly told in

this book of best psychological appeals for successful selling to women. *What Makes Women Buy*. By Janet Wolf, J. Walter Thompson Co. 320 pp., \$6.00

5. How to get maximum results from every advertising dollar. Gives tested,

practical advice on color, symbolism, emotions, etc. *Motivation in Advertising*. By Pierre Martineau, Chicago Tribune. 210 pp., \$5.50

6. How to make words work for you in any writing job, shown by a dynamic

word master. 1,060 forceful, idea-sparking nuggets of ad wisdom. *Copy Capsules*. By H. Stebbins, Hal Stebbins, Inc. 223 pp., \$4.95

7. How to make large profits on a new product is de-

scribed step-by-step in this book. Covers merchandising, advertising—all stages. *Techniques for Marketing New Products*. By Douglas Banning. 308 pp., \$6.50

8. How to gather, analyze, and interpret essential marketing facts is fully

told by a noted expert. Puts at your command entire power of this science. *Marketing Research*. By R. D. Crisp, Richard D. Crisp Assoc. 798 pp., \$7.50

9. How to sell successfully by means of proved techniques used every day by

topnotch salesmen. Includes advice from 17,300 buyers. *Successful Selling Strategies*. By C. L. Lapp, Washington Univ. 342 pp., \$4.95

10. How to put a television news show on the air. Covers every stage—newsroom, filming, scripting, selling, etc. *Television News Reporting*. By Staff of CBS NEWS. 250 pp., \$5.75

10 DAYS' FREE TRIAL • MAIL COUPON

McGraw-Hill Book Co., Dept. Age-11-10
327 W. 41st St., New York 36, N. Y.

Send me book(s) enclosed below for 10 days' examination on approval. In 10 days I will remit for book(s) I keep, plus few cents for delivery costs, and return unwanted book(s) postpaid. (We pay delivery costs if remittance is sent with this coupon; same examination and return privileges.)

1 2 3 4 5 6 7 8 9 10
 (Print)
 Name _____
 Address _____
 City & Zone _____ State _____
 Company _____
 Position _____

For prices & terms outside U.S. write McGraw-Hill Intl., N.Y.C. Age-11-10

Four Roses Antique to Bow in East Jan. 1

(Continued from Page 3)

Four Roses Antique. The brand will sell here at \$4.95 a fifth, \$6 a quart and \$3.15 a pint. Initial national advertising, expected to start in the spring of 1959, will include newspapers, magazines, and outdoor.

Young & Rubicam is the agency. Asked whether Seagram is planning to buy out other distillers' brands to be incorporated in the House of Seagram, Mr. Bronfman said, "No. We will bring out our own brands."

"For the record," Mr. Bronfman said, "Seagram is not negotiating and is not planning to negotiate to buy any other distiller."

■ Asked to comment on a new and unnamed Seagram product recently assigned to Warwick & Legler (AA, Nov. 3), Mr. Bragarnick declined to say what it will be, but he did say it is a distilled liquor product.

Asked whether Seagram had considered joining the Bourbon Institute established recently by its competitor, Schenley Industries (AA, Oct. 13), Mr. Bronfman noted "the lack of success of most institutional advertising."

"But if the Bourbon Institute proves to be effective in creating volume sales we might be interested in becoming a member, but not otherwise," he said.

Francis M. Fitzmaurice, exec vp of Four Roses Distiller Co., predicted that Four Roses Antique will sell in excess of 300,000 cases in 1959. He pointed out that most straight whiskies "have not been truly national brands, as their acceptance is usually limited to a few markets."

■ Mr. Bronfman conceded that Seagram decided to enter the straight whisky business because of the increased demand for straights and the decline in the popularity of blends. Tests of the new brand, he said, convinced executives of the company that there is a great opportunity for straights.

In 1958 spirit blends declined in volume 1.6%, while straights and blends of straights increased 2.3%. Straight whisky business, which now comprises 25.3% of the total distilled spirits market, compared with about 34% for blends, will continue to grow, Mr. Bronfman said, as population and disposable income continue to expand. ■

Duck Raisers Plan Industry PR Program

Duck raisers have made arrangements with the Poultry & Egg National Board, Chicago, for a consumer education and promotion program to boost the sales of ducks and ducklings. The tentative budget for the first annual promotion is \$60,000. Promotion funds are to be collected at the processor level at a suggested rate of 1¢ a duck.

No consumer advertising is planned. The Poultry & Egg Board plans to promote ducks through releases to newspaper food editors, radio and tv people, home demonstrators, and the like, starting about next March. Plans include literature on cooking methods for duck and materials for institutions and restaurants.

WDGY Promotes Clarke

C. B. Clarke, for the past two years an account executive in the sales department of WDGY, Minneapolis, has been appointed sales manager of the radio station.



NNPA HEADS—Daniel K. Stern (right), president of the San Jose Mercury & News, and William S. Milburn, director of promotion and community service of the Tucson Daily Citizen, have been elected president and vp respectively of the western region of the National Newspaper Promotion Assn.

Book Hits AMA for Making 'Hucksters' Out of Its Doctors

(Continued from Page 3)

companies. He calls it "no accident" that the *New England Journal of Medicine*, which has frequently criticized drug producers, "carries little advertising by comparison with that found in journals of less distinction." On the other hand, Mr. Carter notes, the *Journal of the American Medical Assn.* carries \$4,000,000 of advertising annually.

"Assuming that 100,000 of its 185,000 subscribers are in position to write lots of prescriptions (which happens to be the advertising industry's estimate of the situation)" he adds, "the *Journal* is collecting \$40 per reader target per year. This fantastic income may be compared with the appeal to advertisers of our most potent consumer magazine, *Life*, in which about \$138,000,000 is spent on ads addressed to about 6,000,000 purchasers—or \$23 per individual target per year.

"It can be seen that the *Journal* and the organization whose interests it advances are clearly of huge importance to the pharmaceutical industry. Less evident, but equally true, is the industry's life-and-death importance to the AMA. The *Journal's* advertising revenue has become the largest source of AMA income, roughly 40% of the annual budget, and unavailable from any other quarter."

■ Mr. Carter says the AMA's official position on pharmaceutical promotion is that "aggressive selling" is part of the free enterprise system. He comments:

"With such uninspired guidance from the association which rules private medicine, it is no wonder that confused physicians continue to shill for the drug

companies. It is no wonder that they prescribe millions of dosages of expensive antibiotic combinations when less expensive doses of single antibiotics or sulfas are usually better. It is no wonder that thousands of doctors persist in selling antibiotics to patients with colds and other ailments in which the drugs are rarely indicated. It is no wonder that physicians without training in psychiatry continue to pass out tranquilizers as if the pills were popcorn."

Mr. Carter concludes his study by pointing out hopefully that the trend in medical economics, despite the AMA's attempts to block it, is toward "group medical practice, improved voluntary health insurance, and enlarged government health services." ■

Wine Institute Offers 'Guide to Wines'

The Wine Institute, 717 Market St., San Francisco, is offering a 32-page booklet, "A Guide to Wines," to consumers for 25¢. The booklet tells "what you need to know about California wines and how to enjoy them in your daily life," the institute says.

The institute is also promoting a book, "The Commonsense Book of Wine," by Leon D. Adams, co-founder of the Wine Institute and its secretary until retirement four years ago. The book has been published by David McKay Co.

Salada Sampling Continues

The extensive sampling and couponing program for Salada tea bags initiated by Salada-Shirriff-Horsey, in New York recently, has been extended to the Boston-Providence area. Conducted by O. E. McIntyre Inc., direct mail marketing organization, the promotion offers householders four Salada tea bags, Lucky Tags worth from \$1 to \$100, retail redemption coupons and a 7¢-off coupon for another product, Danish dessert.

Admen Debate Putting Research in 'Ivory Tower'

(Continued from Page 3)

organization, "certain things are sacrificed, including impartiality and authority.

"Our research department cannot be dispassionate because they're so involved in the whole operation, yet our system meets the needs of the client," he said.

■ The third FC&B executive, Cornelius DuBois, vp and research director, said that as a decision-making device, research helps to plan the agency's marketing strategy by defining goals, appraising markets and translating research data into "plans of action."

■ Two of the executives on hand to appraise FC&B's methods disagreed with the "integrated approach."

■ William Weilbacker, vp of Dancer-Fitzgerald-Sample, said the primary function of research is to define "ambiguities" and locate areas of opportunity for a client's product.

■ He was seconded by Ben Gedalecia, research vp of Batten, Barton, Durstine & Osborn, who questioned whether research people belong in an agency's account group. He said the "age of the generalist—the all-around agency man—may well be over and that researchers are gaining some deserved recognition as specialists with unique training and different points of view."

■ Richard Lessler, vp of Grey Advertising Agency, agreed with the Foote, Cone view.

"We have no research department as such at Grey," said Mr. Lessler, "because we think it's unrealistic to think of researchers as divorced specialists." ■

Lando Elevates Gusky

Joseph C. Gusky, manager of the consumer division of Lando Advertising, Pittsburgh, has been elected senior vp. He has been with the agency since 1945 and has been a vp since 1955.

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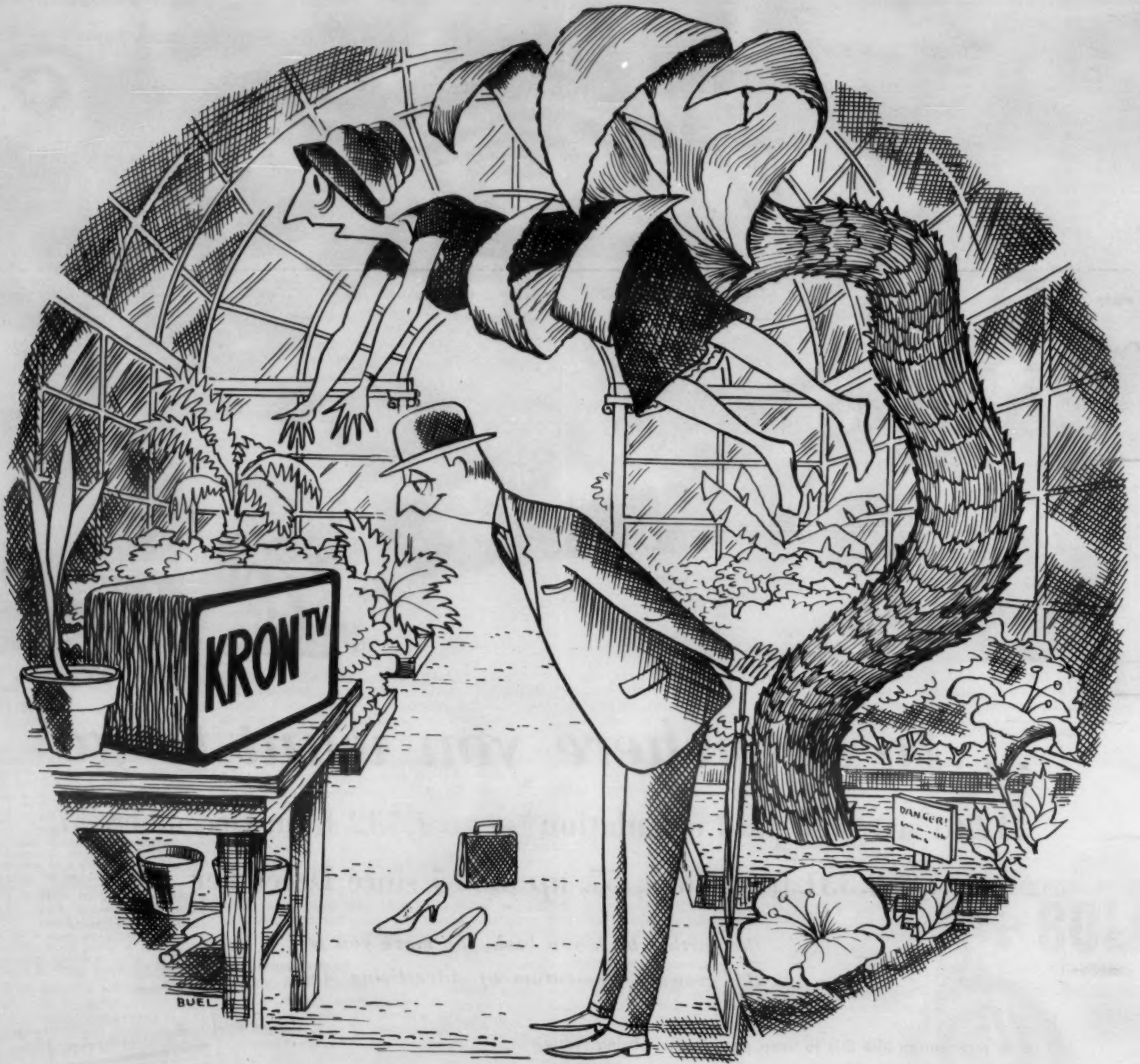
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